

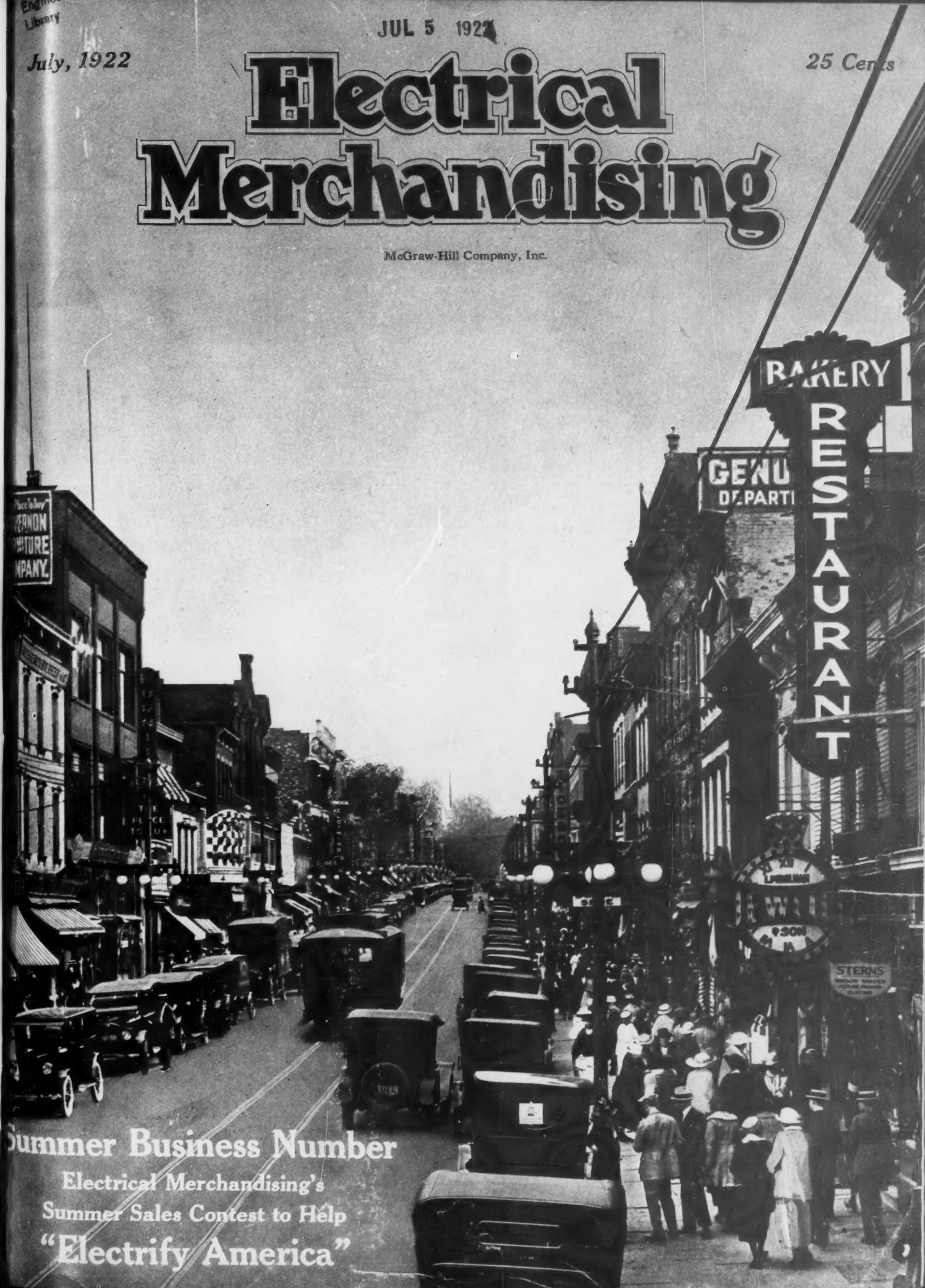
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July, 1922

25 Cents

# Electrical Merchandising

McGraw-Hill Company, Inc.



Summer Business Number

Electrical Merchandising's  
Summer Sales Contest to Help  
"Electrify America"



## Here's the third gun in the Store Lighting Campaign— in The Saturday Evening Post of July 22

**I**F YOU have started your store lighting campaign, this page will help you sell more prospects. If you are just starting, it will prepare the merchants in your vicinity for your first calls.

The Store Lighting Sales Portfolio suggests how you may take full advantage of this advertisement and the others which have gone before. Edison MAZDA Lamp Agents everywhere re-

port that with the aid of the national magazine advertising, the Sales Portfolio and the special Agent helps, they are bringing in new and profitable business during what is ordinarily the slack season of the year.

And here's some more interesting news. The back cover of The Ladies' Home Journal for August will carry a four color advertisement of Edison MAZDA Lamps for home lighting. The illustration is by Norman Rockwell.



# EDISON

## MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

Electrical Merchandising, July, 1922. Vol. 28, No. 1. Published monthly McGraw-Hill Co., Inc., \$2.00 per year, 25 cents a copy. Entered as second-class matter July 21, 1916, at the Post Office at New York, under the Act. of March 3, 1879.



# Electrical Merchandising

Vol. 28, No. 6

The Monthly Magazine of the Electrical Trade

July, 1922

With which is incorporated *Electrocraft*

## Summer Business Within Walking Distance of Your Store

**N**EVER has a summer held out greater rewards for work than this season offers.

Everywhere are indications that electrical men are determined to make the most of the spring improvement in business by putting in an industrious summer. In Pennsylvania the employees of one electrical company have voted to give up their Saturday afternoons and to use the extra time making record July and August sales. Another firm postponed vacations.

In the supplement printed in royal purple, which is mailed with this issue, we present a series of pictures that show some definite ways to go after the waiting orders.

**I**N the first of these pictures (which were posed by A. C. Davison of our business staff, himself an old-timer electrical go-getter in California) we find a salesman, notebook in hand, starting out to get the business that lies nearest to him. Following the footsteps over the page, we find him face to face with the building boom—and the owner of the new store. From there he goes to the sash-and-door mill and gets across his story of individual motor drive and safety switches.

Each of the dozen pictures that follow tells

its own story of the rewards that await "ingenious initiative," and on the last page of the supplement you will find a table listing 46 markets for 115 electrical devices. Checking this list against your local markets will give you tangible help in planning your summer drive.

In choosing the subjects for these photographs we have picked average conditions. Your town—every town—has butcher shops, and groceries, and tailor shops, and movies, and a bank or two. Is there a single block in any town on which every building contains all the electrical equipment needed? Can you point to any one block in your community and say that you have called on the tenant or owner of every building and tried to make his electrical needs complete.

**T**HAT'S the sort of go-get-it enterprise that is needed in electrical selling right now. Because Summer gives us the time to do this missionary work and this cultivation of the hitherto-unlooked-for sale, and because the rewards for this work are bigger this year than they have ever been before, *Electrical Merchandising* urges every man in the electrical fraternity to put in his best possible licks during the next eight weeks, starting *now!*

### McGraw-Hill Company, Inc.,

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Take a selling walk around town with *Electrical Merchandising's* Summer Salesman—  
See the purple supplement mailed with this issue.

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## A Merchandising Man at the Head of the World's Biggest Electrical Organization—Gerard Swope

**I**NTO the presidency of the General Electric Company comes Gerard Swope—at the moment when electricity is entering what all men believe will be its great era of expansion and universal application, when the scope and influence of this industry will enrich the world with even more vital achievements and new standards of beneficent service to mankind. The problem will be, before all else, one of commercial crusading.

The broadening message of electricity must now be carried to each home, each store, each office and each

factory in every land in an intensive way. The world is ready for it and the time has come.

The job must be done by superlative salesmanship, by more progressive business practice, by new efficiencies in production, by the better organization of distribution, but above all, by the inspiring leadership of a man who has the courage to attempt and carry through this colossal conception and the will and energy to drive on to full accomplishment. It is to this task and this opportunity that Mr. Swope has been called—(See page 68).



# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 28

July, 1922

Number 1

## Sell Hot Weather Goods in the Hot Weather Way

ONCE men thought you couldn't travel faster than a horse. But the railroad changed that. Once you couldn't talk to a man if he was more than 500 feet away. But the telephone changed that. And so it goes with one thing after another. For the world moves on so fast nowadays that what is impossible one year has, before you know it, become common practice. And that is just what is going to happen to this old idea that you can't sell in summer time.

We wear a different kind of clothes in summer. We have different sports. We eat different kinds of food. That, we say, is natural. Then why isn't it natural that we should also do a different kind of selling?

BUT because men feel differently in hot weather about selling and buying, everybody has taken it for granted that you can't sell at all. While as a matter of fact, you *can* sell—because people are just as ready to buy in summer—only they want to

buy different kinds of things for different reasons. Don't forget that!

So, the answer is—Sell all summer. Keep right on. But you must sell hot weather goods in the hot weather way. Then it is easy. Hot weather goods, of course, are things that offer comfort and convenience, labor-saving and time-saving, or any other advantage that makes a *personal* appeal. And the hot weather way to sell them is to recommend each from the point of view that strikes the popular note *right then*. There are opportunities in every store and house in every block in your town!

AND here's another point. The first six months of 1922 probably held some hard sledding for your business as it did for others. But now is the time to throw the balance in your favor. For on what kind of aggressive effort your sales organization puts into its July and August selling, may depend whether your year's operations are to be set down in red or black figures at the close of 1922!

Here Are Four Pages of

# Summer Sales Suggestions

*JULY AND AUGUST—and the super-heated weather these months bring with them—can be harnessed to help you make electrical sales. It's a matter of merchandising hot-weather service and hot-weather goods in a hot-weather way.*

*On these four pages ELECTRICAL MERCHANDISING presents forty-odd summer selling suggestions—tested ideas that have worked for other electrical men—practical ideas which can be put to work for you during the next sixty days.*

## Offer Priority on Radio Deliveries to the Sick

Advertise that you will give priority in the sale of radio sets to sick people who are suffering from the hot weather and need entertainment, to while the hours away. Notify the doctors and get their suggestions. And in every home see what else can be done to bring more comfort to the harassed household.



## Install Doorway Ceiling Fans, to Keep Out Flies

A ceiling fan installed over the doorway of a store or restaurant will take the place of a screen door in keeping out flies. With the screen-door thus dispensed with, a clear inviting view of the interior is afforded passers-by, while persons who stroll into the brisk breezes of the fan are sure to linger and perhaps to enter the store itself. Every store, restaurant, soda fountain, and candy shop is a prospect for such a doorway fan.

## Wire Needed Outlets While the Family Is Away

Make a special offer on small wiring jobs done while the family is away. Advertise that needed convenience outlets can be installed during vacation time without disturbing the household. Take full responsibility for keeping the house locked and contents safe, only trusted workmen to be used on these "honor" jobs.

## Use the "Minimum-Bill" Argument

Does the electric-lighting company in your town have a minimum monthly charge for instance, \$1 a month, whether any electricity is used or not? In

many homes and apartments during the months of July and August, only 50 cents to 75 cents worth of electricity is actually used. Show such customers how they might use a fan or a shaving-mug heater actually without cost, by consuming the otherwise unused balance of their minimum charge.

## Family Washings Are Heaviest During July and August

In any family with children, the weekly washing to be done is nearly doubled during the summer months. With this increased washing on the one hand, and with physical effort of any kind most fatiguing on the housewife or laundress in hot weather, certainly the time a washing machine and electric ironer are most acceptable is during July and August. Key your summer washer selling with this argument!

## Take the Fans Where They Are Needed

On hot mornings put a lot of fans in the delivery car and call on the offices and on the homes. Walk in and say "Here is that fan you need, right where you need it." As you talk, plug it in and start the breeze and most of the fans will sell.

## How About Summer Amusement Parks?

Amusement parks offer summer selling opportunities for the electrical man. Novelties in lighting of the grounds and buildings are constantly in demand; motor applications for amusement devices and shows mean profitable business, and now some of these parks are going in for loud-speaking radio sets with monster horns which will address a whole audience. Put your amusement park on your prospect list!

## Sell Tickets for Summer Entertainments

If a community pageant, masque or other open-air entertainment is to be held in your town this summer, arrange to help sell the tickets in your store. Have your shop advertised as one of the official ticket-selling places. This will bring people into your store during the summer days preceding the entertainment. Then your stock of electrical appliances and your sales staff can do the rest.

## Flashlights and Radio When They Go Away on Vacation

Every vacationist needs a flashlight sooner or later during his trip, whether in camp, canoe, automobile, or country hotel. See that your window displays and counters offer him timely hints on belt-lights, tent-lights, and the new focussing spotlights that throw a beam 300 ft. or more.

And this year, of course, the up-to-date camping outfit will not be complete without a radio set to keep the campers in touch with civilization though far away in the wilds. Flashlights and radio give the cue for an easily-assembled summer window display, with a vacation camp-fire (electric-lighted of course), as the central feature.

## Sell Exhaust Fans for Cooler Sleeping

Write to the homes and explain how an exhaust fan in the kitchen—besides eliminating cooking odors—can also be run on breezeless nights with all windows closed except those in occupied bed rooms, to keep a current of air flowing into the open windows throughout the night. Each order will sell a wiring job with the fan.



## Local Factories Are Overhauled in Summer

July and August are the months when your local shops or factories are shut down for overhauling and repairs. These months, then, are the open season for installing motor drive, safety-switch installations, and better industrial lighting. And, see the owner or superintendent well in advance, with your proposition.

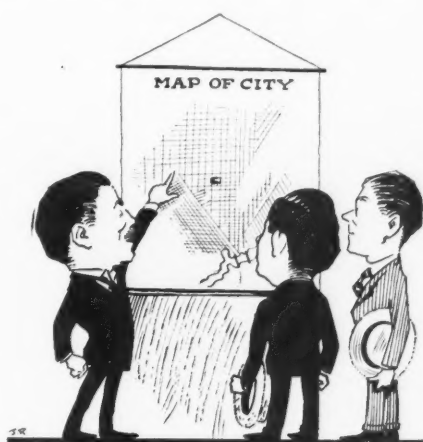
# and Hot-Weather Hunches

WHAT ABOUT PEOPLE being "out of town" during July and August, you ask. Are so many business men and housewives "away" those months that it isn't worth while going out and trying to sell? Well, by the Great Jumping Thermometer,—man—do you know that careful

surveys on "people out of town" have shown that on the average only five to ten per cent of your customers are ever absent at any one time. Which means that ninety to ninety-five per cent will be at home and on the job when you call during July and August!

## The Bank and the Photographer Want Fans

Make a list of the businesses in town which need fans in hot weather. Here's a starter. The photographer needs a fan to dry his negatives. The bank needs a fan to ventilate its vault. The restaurant must have cooling fans and exhaust fans. What are the others that you know?



## Map Your Prospects: Then "Study the Map!"

There's an electric shop in the West where the sales manager has hung up a map of his town in the back office. Each day the salesmen take time to call at a few stores and residences and spread the good electrical gospel, making sales wherever possible and noting down the possibilities for future business. As these calls are made, their locations are checked off on the map. As soon as one section of town has been covered they start in on a second area. By the time all of the divisions have been check-marked it will be time to start over again.

## Billboard Advertising

The summer months when people are much out of doors, are the months for outdoor advertising. And the lighting of such billboards is the electrical man's job. Later he may also find such boards to be an excellent advertising medium for his own business.

## Electric Refrigerators and Electric Refrigeration

There's no time like July and August to sell electric refrigerators. Between the dirty, germ-infested traces of the ice-man's daily visits on the one hand, and the fear on the other that "he

may not come," and so let spoil the contents of her ice-box, any housewife who feels she can afford the outlay, is a red-hot prospect for a clean, dirtless and germless electric refrigerator during these dog-day months. Send her circulars. Follow with a call. Perhaps her present ice-box can be equipped with an electric refrigerating set, or maybe a complete new electric refrigerator will better fill the bill. Show her what you have to sell; let the July weather do the rest.

Then, too, there are office buildings, hotels, stores, restaurants, and meat shops that need water-cooling outfits and electric refrigeration. List them.

## Electric Pumping and Irrigation

Irrigation has been developed as a valuable summer load by certain electric companies in the West. Make a study of the results which electric pumping might accomplish for farmers in your neighborhood.

## Equip the Schools for September!

Vacation season is the time to get the schools fitted up for the opening of classes in September. There are improved class-room lighting units to be installed, program clocks and bells to be provided, house fire-alarm systems to be arranged, and also undoubtedly, domestic science departments to be equipped for electric cooking. Here's summer business in volume!

## Motors for Concrete Mixers and Hoists

It is during 80 or 90 days of summer that the big part of all outdoor construction work is done. The rest of the year the construction men are largely idle, but July and August are the psychological months to sell the building contractor and general contractor motors and electric service for concrete mixers, hoists, conveyors, etc. Wherever you hear the chug of a gas-engine, —there's a job there awaiting an electric motor.

## A Porch Outlet for Ironing

Why, in the heat of the summer, should the housewife or laundress do her ironing in the overheated kitchen or laundry, when there is a cool and inviting porch nearby. If the customer has the porch, you see that it is supplied with a convenience outlet or two —the extra outlet will be handy for a fan when nature's breezes lag.

## Electric Auto Accessories Draw Summer Trade

Because people spend more time in their cars during July and August, than any other months, a line of electric accessories for automobiles will bring summer customers into your store. Lamps, batteries, spark-plugs, testers, meters, and cigar-lighters are some of the electrical necessities of present-day motoring which will pull a prosperous class of customers into your salesroom. And these people are all prospects for home labor-saving appliances and convenience wiring.

## It Means Open Windows All Summer!

Every housewife wants to keep every window of the house wide open all summer, but when she finds how the dust blows in from the street, making dusting and sweeping one of the heaviest of the daily tasks, she is tempted either to close the windows—or buy a vacuum cleaner! Sweeping, too, is one of the household tasks requiring most physical exertion, providing another good hot-weather argument for the purchase of a cleaner.



## Use an Iced Fan in Your Store

During the hottest days, keep one or two fans going in your store playing on a large cake of ice. This will lower the temperature surprisingly. Put a sign on the window.

TEMPERATURE 60°  
IN THIS STORE  
SEE HOW WE DO IT.

Many people will come in to find the reason and it will bring many new contacts and make many sales.



### Christmas Tree Sets to Light the Summer Garden Party

Chinese lanterns, lovely as they are, have fewer decorative possibilities than electric Christmas tree lighting sets, which are now made so that any number of ropes of eight lights each may be plugged together, and strung around the garden, all receiving current from one receptacle in the house. Hardly a week passes in the summer without at least one garden party, strawberry festival, or children's party—so that many a garden needs special lighting, if only for one evening, in the summer-time. Regular newspaper advertising, and following-up of advance tips of parties-to-be, should bring a good share of this business. In more urban communities, "block parties," too, mean opportunities for decorative lighting, both on the street and in individual homes.

### Ice Water and a "Welcome" Sign

On hot days, a tank of ice water near your door will be appreciated by visitors and passers-by. It won't need the "welcome" sign on the tank to make that a popular spot on sizzling days

### Electric Lighted Signs on Country Roads

An Indiana man has developed some novel summer business in electric-lighted signs located on cross-country automobile thoroughfares, even though far from central-station service wires. Such an electric lighted sign, glowing in the darkness on a country road, is a striking beacon, he figures. A farm-lighting plant furnishes the power. Each billboard is 70 ft. long and eight feet high, and contains five 8-ft. by 14-ft. spaces. Including painting, lighting and upkeep, this man figures he has a profitable business in renting full-space ads at \$20 per month.

### Office Fans and Convenience Outlets

Fans are essential to office comfort and hard work in summer time. You sell an equipment of fans, but how about an installation of extensions and convenience outlets to connect up the fans? Follow up the wiring jobs!

### Electric Summer Breakfasts for Early Travelers

The unaccountable urge of the automobile tourist to "start early" in the morning has become the despair of hotel keepers who are usually unable to have their dining-room employees ready before 8 a.m. A solution is an electric breakfast outfit of percolator and toaster, and a wired table to connect them up. Then let the guest or customer do his own early-morning cookery. A similar idea has been tried with success at one of the Boston clubs where an "outletted" table provides for members arriving early or remaining late at night, to prepare their own breakfasts regardless of the hour.

### How to Get In On Electrical Merchandising's



### \$500 Summer Selling Contest

1. Decide now to enter the contest.
2. Pick out some field of electrical selling that you want to develop or some line of goods you want to push.
3. Plan a Summer Sale in that field, starting in July or August.
4. Put the sale on, and carry it through to the best possible finish.
5. Write us a letter about it covering these points:
  - a. What sales problem you started out to solve
  - b. How you planned the sale.
  - c. How the sale was actually carried on.
  - d. What the results were and how they checked up with your objective.
  - e. What you learned from the campaign that is of real use in your business.
6. Mail this letter so it will get into our hands by September Tenth.
7. Watch the October issue of *Electrical Merchandising* for announcement of winners and for publication of winning letters.

### "Back-yard" Electric Train Fun

Many a live electrical dealer has started an interesting rivalry among the boys in his neighborhood by offering prizes for the best back-yard electric railway system built during the summer months. Electric toy trains, in fact, should be even more popular in summer than in winter, for any regular boy would rather build dirt tunnels and bridges for his trains all around the back-yard, than tamely watch them run around the parlor floor. Where such a contest has been successfully carried on, some of the systems built up by the boys were so ingenious and complete with lights, signals, and stations, that photographs of them were sought by local newspapers. And these outdoor railways are all run, too, from transformers fed from the house lights.

### Ask the M.D.'s!

Get leads from your family doctor. Have each member of your staff call up his or her family doctor and ask him for the names of sick people among his patients who are in bed and suffering from the heat. Make a quick canvas of these homes and sell fans, and the other appliances that will lighten labor in the household.

### Curling Irons and Hair Driers for Fair Summer Bathers

"Oh, for a curling iron or permanent wave," sighs the 1922 mermaid as she pins her hat over obstinately straight and moist locks, after her ocean dip. Her plight should suggest a new summer market for electric curling irons—to say nothing of hair driers, for while the sun is the most favored drier of all, many bathers are forced to come home from a day at the beach with damp and sea-smelling hair. At a lake or ocean resort, or in any community near the sea, almost every building is a good prospect for these devices, from the hotels and bathhouses at a public beach to the private seaside homes. And in cities, every indoor or outdoor swimming pool should add curling irons and hair driers to its equipment.

### Cool Hours at the Movies

For the advantage of being able to invite its patrons to spend "cool hours at the movies," any motion picture theatre will use all the electric fans necessary. Are your theatres cool? Decorative electric fountains in the lobby or lounge rooms might also be welcomed for their aid in creating an atmosphere of coolness.

### Convenience Outlets on Summer Porches

Summer is the season when the family lives out on the porch as much as possible. Table cookery on the open porch, the delight of the housewife, is possible only if there is a convenience outlet handy. Propose the idea, and show how it can be installed with little cost or trouble. Open an opportunity, too, for percolator, tea-samovar, toaster, grill, and fan sales.

### Blue-Bulb Lamps Suggests Coolness

One fixture house gets striking and gratifying effects of "coolness" by changing the flame-color lamps used in its customers' installations during the winter months, to blue-bulb or day-light lamps during the summer months. These blue-tint lamps suggest coolness and an interior bathed in their bluish glow, promptly drops ten degrees measured on the psychological scale of temperature.

### Bring the "Oldest Fan" to Light!

Advertise that you will give a brand new electric fan of the latest design to the person who owns the oldest fan in the community. This offer will uncover a large number of old fans, some of which are practically worn out and should be replaced with new fans. It will also uncover a lot of fans which need repair and adjustment, thus giving work to your repair department. When the oldest fan is finally found, it should be exhibited in your window and the point should be emphasized that electric fans last a long while.

### Refinish Fixtures this Month

Most fixtures after a few years' service need refinishing. The customer never thinks of it, and even if he did, wouldn't know how to go about getting his fixtures done over. Summer is the time to do the work. Almost every fair-sized home is a prospect. New glassware sales follow in the wake of re-finishing fixtures. And an opening is set up for appliances sales, later.

### Water Heaters for Summer Convenience

With the furnace and other means of heating water shut down for the summer, and hot water needed in only limited quantities, the summer-time water heating problem is solved most satisfactorily by electric methods. A shaving-water heater, an immersion heater, or an electrically-heated faucet will supply the summer-time needs for hot water.

### Cool the Fevered Passers-by!

Erect a shelf at some convenient place in your doorway so that a fan placed thereon will blow a cooling breeze upon passers-by. Featuring the fact that good, sturdy fans can be purchased for as little as \$8 or \$10, this "side-walk demonstration" will lure many purchasers into the store.

### A "Knock-out" Fan Window

There's nothing new in the summer fan window which stages a "prize fight" between two light rubber balls pitted against each other in the breezes of an electric fan—but such a window will never lack for attention. The antics of the balls unfailingly delight the side-walk spectators—especially if the balls are painted with the names or features of two popular pugilistic favorites.



### Make Capital Out of Summer Showers

If your store is near a street-car transfer point or traffic center, put a sign in the window inviting persons waiting for cars or jitneys to "Wait Inside." Such an invitation is especially welcome during rainy weather. And while housewives and householders are waiting, let them be looking over your display of the latest appliances for using electricity in the home.

### Profits in Porch-Lighting

One July idea for getting more wiring business is the porch light campaign. With the crime wave getting big space in the daily papers, the safety of the lighted porch can be played up with excellent effect. In many towns the street lights are turned out at midnight, and the porch-light in such communities is a valuable night watchman and burglary preventive.

From the standpoint of civic pride, too, a street on which every porch is lighted, is infinitely more attractive than one with a double row of dark houses.

Lighting up the porches and verandas in any community is a progressive and profitable job for any electrical man.

### Stage a Summer Snowstorm!

A show window of refreshing suggestiveness can be arranged by fixing little tufts of cotton on black threads at intervals of 4 or 5 in. between tufts, and hanging these threads, 4 in. apart, across the front of the window. A fan will stir the captive snowflakes, causing a realistic fluttering, for all the world like a snowstorm. Electric fans and an electric refrigerator will complete the picture of July coolness.

### Electrical Comforts for the Bungalow Colony

When electric light is within reach of the summer bungalow colony, kerosene lamps aren't going to be preferred for their romantic glamor, and disk stoves, toasters, waffle irons and other electric cook stoves are welcome solutions of the problem of light housekeeping. If there's such a colony in your community, a visit to it and a call in person at each house should mean the transfer of more than one order from the "city" department store to your own account.

### Have the College Boys Sell Appliances

One successful concern gets college boys during their summer vacations to sell electrical appliances from kitchen door to kitchen door. Seven or eight men go out as a crew with a delivery car, and such a crew sells from \$400 to \$500 worth of appliances (chiefly irons) even during the hottest days of summer. These college crews are made up of men of better intelligence and approach than the class of salesmen usually recruited for such service. Moreover the college boy who is working his way and going back to school in the fall, makes the most faithful kind of a salesman.

## Are You Entering Electrical Merchandising's \$500 Summer Sales Contest?



**AS ANNOUNCED** in our June issue, *Electrical Merchandising* is offering \$500 in prizes to electrical dealers, electrical contractors and central station merchandising men for speeding up Summer sales. If you sell electrical appliances or electric service to the public on a sound merchandising basis you have a chance to win some real money. One of the greatest advantages of starting a systematic drive to make the most of your opportunities is that it makes your organization active.

Under the terms of the contest, as outlined in the June issue of *Electrical Merchandising*, there are four steps between you and a chance for the prize money. First, analyze your market and decide on one particular line of service or appliances to sell. Second, plan your sale to start in July or August. Third, carry that plan through to the best finish of which you are capable. Fourth, write us a letter, telling what your objective was, how you planned to reach it and what results you obtained. The letter must be in our hands by September 10.

For the Summer Sale Campaign which, in the opinion of the judges (*Electrical Merchandising's* editors) shows the best development of a given market, a First Prize of \$250 will be paid. The Second Prize is \$100, the Third is \$50 and there are four \$25 prizes. In cases where two or more campaigns are adjudged of equal merit, the full amount of the prize will be paid to each of the tying contestants. The prize winners will be announced in our October issue.

### Start Your Summer Sales Campaign Now

While it is not at all necessary, it would be a fine idea to get some pictures of your campaign. Start your sales drive now, anyway, and if you can conveniently send us some snapshots of your Summer Business Campaign we'll be glad to have them in time for use in our August issue. If you have not already entered the July and August Prize Business Contest, start now and help "Electrify America!"



# Gerard Swope— Super-Salesman

What the New President of the General Electric Company Stands For—A High Pressure Business Man with Keen Vision and Indomitable Driving Power, Who Will Bring New Impulse to the Industry

By EARL E. WHITEHORNE



**W**HEN the news came that Gerard Swope had been made president of the General Electric Company it probably caused more chatter in the electrical industry than any one thing that has ever happened before—unless it may be radio. Many other names were featured in this announcement. Mr. Coffin retired. Mr. O. D. Young became chairman of the board. Mr. Rice became honorary chairman, and Mr. Burchard vice-chairman. But the gossip centered around Swope, for Mr. Swope in this event was more than a man promoted to a bigger job. He stood for an idea and a very definite policy, suddenly put into power. And everybody figuratively gasped.

## A New Type of President

There was no question as to Swope being the right man, if that type of man was wanted. Among all electrical executives he stands preëminent as the exponent of a kind of thinking and a kind of work that has brought him international fame. High-pressure salesmanship, unswerving commercial purpose, refined efficiency in administration and indomitable will power held to work—these are the characteristics of Gerard Swope. And the surprise on his appointment as president of the General Electric

Company came from the fact that this great organization with all its dominating traditions of engineering supremacy should have so conspicuously sought out this different kind of a man to be its chief.

The creative vision and constructive genius of Charles A. Coffin forty years ago took the swaddling infant *Electricity* and helped build it into a great organized industry with the General Electric Company blazing the way. His achievement stands unexcelled in industrial history. When Mr. Coffin became chairman of the board, E. W. Rice followed as president and he contributed greatly to engineering progress and refinement. Now comes Gerard Swope at the moment when electricity is entering what all men believe will be its great era of expansion and universal application, when the scope and influence of this industry will enrich the world with even more vital achievements and new standards of beneficent service to mankind.

## For a Commercial Crusade

The problem will be, before all else, one of commercial crusading—the broadening message of electricity must now be carried to each home, each store, each office and each factory in every land in an intensive way. The world is ready for it and

the time has come. The job must be done by superlative salesmanship, by more progressive business practice, by new efficiencies in production, by the better organization of distribution, but above all by the inspiring leadership of a man who has the courage to attempt and carry through this colossal conception and the will and energy to drive on to full accomplishment. It is to this task and this opportunity that Mr. Swope is called.

## The One-Dollar-a-Day Start

So the industry sits back and watches. Here stands the "G.-E"—our familiar giant—so powerful, so influential, so far-reaching, so vast in its interests and its service, yet grown so great and ponderous. How soon will Swope call out this muscle-bound Hercules and start the setting-up exercises? That he will do this very thing is clear from all that he has done before and doubtless he will "make it snappy."

The story of Gerard Swope is an interesting one, and worth some study. It is interesting not just because he wears this kingly crown today in the world of electricity, but because his achievements have come as the product of a certain sort of work done by a certain sort of man. It is a clear cut, simple story and



not a long one. And out of it any of us can find an inspiration.

Mr. Swope was born in St. Louis late in 1872. He went to the public schools later and then to the Massachusetts Institute of Technology, graduating in 1895 as an electrical engineer. In 1893, before graduation, he got himself a job for awhile. I have seen a photostat of the original payroll sheet on which his name appeared. It reads—"Swope G.—Helper—per day \$1.00." This magnificent recognition was won from the same organization of which he has now been made president, for the first job was in the General Electric Shops in Chicago.

Two years later Swope was at work in the Chicago shops of the Western Electric Company and the pay was better—seven dollars a day. A year later he was transferred to the power engineering department as a designer. Two years more and he had been moved on to the sales department. For he had proved himself the kind of a worker that gets things done—and he was on his way.

#### Early Executive Experience

In 1899, he went to St. Louis as the sales representative of "the Western," and organized the office in that city, establishing a branch and building up business so successfully that in 1906 he was made assistant supervisor of branch houses, and soon after won the title of general manager of power apparatus business and moved to Chicago. Here he had full charge of this important department, including manufacturing, engineering and sales, and he set himself to the development of power apparatus production and sales to such good effect that it soon became a serious competitor of the General Electric Company in the power apparatus field and "the G-E" opened negotiations for the purchase of this part of the Western Electric business. Swope handled the deal for the Western Electric and made so good a bargain that the General Electric Company became exceedingly interested in him. He remained with the Western Electric, however, and in 1908 became general sales manager of the company, moving to New York City.

In 1913, Mr. Swope became a vice-president and director of the Western Electric Company in charge of all commercial work in the United States and all the manufacturing,

engineering and commercial work of the company outside of the United States. This carried him to foreign lands and in 1917 while in Japan, he was decorated by the Japanese Emperor with the Order of the Rising Sun.

#### His Distinguished War Service

In 1918, Mr. Swope joined the general staff of the United States Army and was appointed Assistant Director of Purchase, Storage and Traffic, where he served until some time after the Armistice, and for which he was awarded the Distinguished Service Medal by the President. He also was made a chevalier of the Legion of Honor by the French government. In 1919, he was appointed president of the International General Electric Company, a corporation organized to take over the export business and all the foreign interests of the General Electric Company, and he has served as chief executive of that company until his recent elevation to the presidency of the parent company.

Through all this time, Mr. Swope has given generously of his time and thought to civic and educational work. Back in St. Louis he was active in the Civic League and chairman of the local Public Bath Commission and particularly interested in playgrounds and he has continued to serve in many ways. He has been a trustee of the corporation of the Massachusetts Institute of Technology; is a director of Greenwich



An incident of one of his characteristic periods of play. Mr. Swope and his four boys piled up out-of-doors.

House, New York, and a director in a number of corporations and a member of numerous societies and clubs. In 1901, he married Miss Mary Dayton Hill of New Brunswick, N. J. They have five children.

There is the record. What does it mean—this steady, rapid, cumulative progress in honors, responsibilities, opportunities and achievements? It means before all else that Mr. Swope is a man with an almost superhuman power to think, to work and to get things done. He is not only a leader. He is also a driver, a man who drives himself harder and further and faster than he drives his organization, but who has the power to stimulate and guide other men to greater accomplishments than they have ever known before. He has a mind of intense activity and thinks far on beyond his fellows, with a degree of mathematical accuracy that is uncanny. And he works with a sustained high pressure and a persistent purpose that has made him a master business builder.

#### A Steady, Rapid, Cumulative Progress

You hear great tales about Gerard Swope. Men call him a radical, an unhuman thinking machine, a hard task-master. But he is none of these. He is simply efficient, effective and engrossed in work to a degree when men often fail to understand his feelings and appraise his methods. He is the most conservative radical you ever heard of, for his acts are unvaryingly based on facts which have been weighed with mathematical accuracy. In his thinking Swope works out relationships with keenest analysis and he thinks and plans way on ahead with his factors rated in accordance with his facts. And often the result sounds radical to men who have not thought it through.

#### How His Mind Works

But this same gift of analysis and this same habit of casting up the elements of any situation so that the ratios will stand out clear, have had no little to do with the accuracy of his judgment and his ability to coordinate an organization and make it work and get things done. Swope's mind seems to act like that of Sherlock Holmes. He drives on at tremendous pressure until a purpose is accomplished. And he expects those who are working with him to keep the pace. Then he lets down until he tackles another job; but all the time

his mind is actively at work with facts. With some big matter settled and off his hands, he will sometimes burst into the office of an associate in the early afternoon and say "Come on let's go to a ball game."

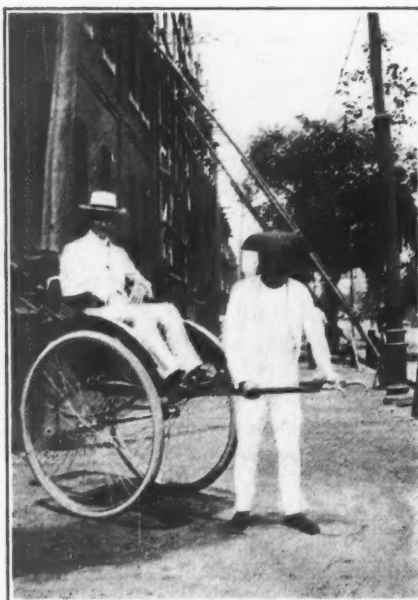
It is typical. It is also typical that he will have no diversions in his work. For example in a sales meeting one day he announced a speaker. This speaker, thinking to make a dramatic little demonstration of the part psychology can play in selling, held up a little bottle stating that it contained a very pungent perfume, asked how many smelled it, counted the upraised hands and then announced that it was a sterile empty bottle. Whereupon Swope called the next speaker. He has no time for tricks. He holds to his purpose like a good hound's nose.

#### A Passion for Getting Things Done

But he is absolutely fair in his dealings with men. He does nothing destructive and therefore he cannot be truly called a radical. He never over-rules a man or calls him down unless he has a better plan ready and thought out. But he has a disconcerting way of giving a man his mathematical ratio of importance and demanding his due proportion of effective work. He gives to the engineer his definite place as an influence in the business and to the salesman his, and he expects each to function fully. He will not be unfair, but he will be precise in his purpose and will make each man effective.

As I said, Mr. Swope applies himself with an intense passion for getting things done. He is very brief in interviews, very brief in correspondence. He delegates authority freely to tried men. If a man has a record that has won his confidence he never asks for anything but reports and results, but others he checks up so carefully and so persistently that the man is apt to think that he is being interfered with. But his one thought is to get things done and done right and he takes no chances.

He has never taken a long vacation. He will not take the time to play golf. But he rides horseback. He listens to music. And after a protracted period of concentrated work he often goes off for a few days' real relaxation with his family. He always seems to have a full set of projects planned and waiting in his mind and he is soon back at it again.



During one of his trips to the Orient, Mr. Swope was honored by the Emperor of Japan with the decoration of the Order of the Rising Sun.

But he concentrates on one activity at a time. He does not launch new endeavors more rapidly than his organization can digest them.

Before all else he is a business man, but it must not be thought that his accession to the presidency of the General Electric Company, may be taken as a triumph of the commercial faction over the engineering, for remember Swope himself is a "Massachusetts Tech" graduate and a trustee of that institution. In a word, he is an executive—an executive who thinks beyond the specialized vision of the salesman and the engineer, and organizes both of them into the broader purpose of the common enterprise and he holds them to the course he sets.

#### As to Salesman and Engineer

Swope has a very definite expectation as to what the coming years are to unfold in the world of electricity and a frank conception of what he and the great organization which he heads should play in it. He believes that the time has come when, if we are going to measure up to even a small part of the tremendous opportunity which stands before this industry, we have got to take a larger vision of our function in the living world and do more to realize it in terms of practical service. We have got to stop thinking as engineers—we have got to stop thinking as salesmen, and organize into our aims the actual vital purpose of all these things that we are doing.

We must put more commercial thinking into the mind of the engineer to guide him into the economics of engineering as the true material end of all theoretical practice. And likewise we must inspire the salesman and the business man to put more science into their work and rely less on rule of thumb and sudden inspiration. The engineer deals with definite values and measures output in its relation to input and cannot be satisfied with results that are unduly out of balance. The commercial man must develop the same kind of an attitude in which he demands of himself a productive relationship between the work he does and the opportunity which the community offers. In other words, we must make a profession of our business by this kind of economic thinking.

#### Opportunity through Service

The great opportunity before the electrical industry, Mr. Swope believes, lies in the direction of progressive expansion of the service which electricity is to render to mankind. For only as this service is broadened and intensified, and people become more and more universally dependent upon electricity in their daily living can we hope to win full recognition for the service which our industry renders as the greatest modern economic necessity of life.

It should be the prime purpose of us all therefore to unite and concentrate on interesting, informing and instructing the community in the beneficent value of electric service in all its forms. To the central station it means more load. To the engineer it means more need for creative development and application of electric power. To the commercial man and executive it means the further growth of the industry beyond all power of prophecy. For all of us it means an increased usefulness and a larger measure of prosperity and satisfaction.

#### A Very Broad Experience

Gerard Swope brings to the General Electric Company a fine conception of commercial responsibilities and opportunities. His experience has been fundamental. It has been international. It has embraced the broad scope of production, distribution and foreign trade, with the background of an engineering education and

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## Sales Swelled with Rising Temperature—in this Campaign

**An Electric Service Company's Prize Essay Contest Which Brought In 2,000 Entries and Sold 304 Washers During the Hottest Month of Summer**

**T**HREE HUNDRED AND FOUR washing machines sold during one of the hottest months of the year was the record made by the Idaho Power Company during a July washing-machine campaign. The outstanding feature of the month and, indeed, the factor about which the entire campaign revolved was a prize essay contest in which the customers themselves provided the advertising for the campaign.

This campaign was initiated in the first place as a method of obtaining a prospect list, but it developed many features of interest and profit as the contest went on.

Announcement was made—through a circular letter sent to all customers and through newspaper advertisements—of a prize offered for the best article of seventy-five words telling why it is to the customer's advantage to have a washing machine. A standard washing machine was announced as the prize.

### Letters Deposited in Cylinders of Washing Machines

No letters were allowed to be mailed, all contestants being required to deposit their entries personally in the cylinder of a washing machine in the offices of the company in their respective communities. This not only insured the familiarity of every contestant with the washing machine, but gave an opportunity in numerous cases for a sales talk. As it was obvious that anyone trying out for a washing machine was an excellent prospect and that only one could win the contest, this was seed planted upon receptive ground.

The announcement of the contest was sent out fully ten days before the campaign, with a five days' allowance of time for the writing, so that the ammunition thus secured could be used to best effect from the beginning of the campaign.

Two thousand contributions came in, of which four proved of such interest that extra prizes of an electric sewing machine, a vacuum cleaner and a coffee urn were given to the

second, third and fourth choice, respectively.

The entry winning the first prize was as follows:

### Why I Want an Electric Washer

1. Economy—
  - a. Saves time for other duties
  - b. Saves laundry bills
  - c. Saves clothes—threads remain unbroken
2. Health—
  - a. Preserves youth and beauty
  - b. Preserves energy
  - c. Preserves cleanliness
3. Wealth—
  - a. Helps us practice economy
4. Wisdom—
  - a. Gives time for study
5. Happiness—
  - a. Gives time for recreation
  - b. Gives more time for family
6. And last of all there will be at least one smiling face on next wash day in Payette, Idaho.

Advertisements were run three times a week in all dailies throughout the territory and in all weeklies.

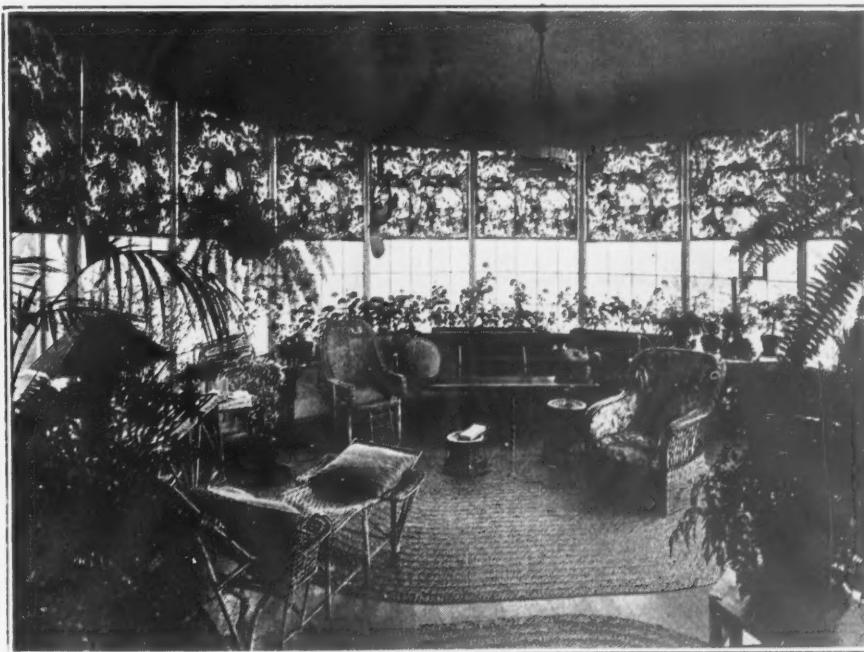
Toward the end of the month particular attention was called to the price advance at the end of the sale. Boys were sent out with cards to hang on the door knob of each resident consumer. Three letters were sent out toward the middle of the month, as well as personal letters to all reported by the salesmen as interested. Large signs were displayed on office buildings, also on street cars and on company trucks and autos.

As a result of these activities, four more machines were sold in the allotted time than the bogie set. As July proved to be the hottest month of the year, with weather such that it was often difficult to bring anyone out during the middle of the day, this was felt to be a remarkable record.

### Contest Developed Useful Prospect List

To get fullest benefits out of the contest, all articles were sent to the branch offices in the districts from which they originated, so that they could be used to the best advantage as a prospect list. Many of those who were unsuccessful in the contest were afterward sold machines—and the list still remains for possible future use along other lines.

## Electrical Comforts and Coolness for the Summer Porch



Getting the porch ready for summer is perhaps as all-absorbing a task as any the housewife has just now. All up and down the street one can see the signs—wicker furniture re-painted, porch swings re-cottoned, flower baskets and boxes refilled, glass frames taken down and screened frames put up! Now is the time,

then, to ask the housewife what electrical comforts she is planning for the porch this summer. Does she need a new reed table lamp, a fan, a new shade for the ceiling light?—an extra outlet for the lamp, sewing machine, or tea things? Does she want her tea wagon wired, to insure leisurely enjoyment of afternoon tea on the porch?



# Will Your Town Have an "Electric Home" This Summer?

## Exhibiting Home Electric

By KENNETH A. McINTYRE

Canadian Representative, Society for Electrical Development, Inc.

**I**N MANY cities electrical men have talked for years of co-operation and of getting together. They have organized and re-organized without seeming to make progress. Then the local Electric Home Campaign has come along and provided something very definite to co-operate about. The universal success of these Electric Home campaigns goes far toward proving the value of the foundation work done in previous years and gives promise of what may be expected of future co-operative effort by the electrical industry.

Development of methods has been very rapid, owing to the many good minds at work on such campaigns all over the continent. Good ideas have come from all directions and much valuable information has already been published.

The intent of this article is to deal in detail with one phase of the campaign—Exhibiting the Electric Home. Originality is not claimed for the ideas expressed. Rather are they the developments of study, observation and experience. The writer has had to do with six Electric Homes which have already been shown and four which are projected or in preparation. Further, he has observed an eleventh Home as a visitor, afterward discussing the subject with local authorities within reach.

The methods described should, of course be considered with respect to local conditions and then adapted to suit.

### Wiring Committee, Appliance Committee, Publicity Committee

Let us consider a typical Electric Home. We must assume, for our purpose, that a well planned house completely furnished has been provided by the building committee. A good wiring installation by the wiring committee and a suitable selection of appliances by the appliance committee makes the Home ready for the public. The publicity committee's campaign is launched and thousands of people will surely visit the Home. From this point on—everything depends on the house committee. This committee in exhibiting the Home must perform 100 per cent if the work of the other committees is to really count.

The visitors must be handled courteously and expeditiously. The story must be told, and in a striking, convincing way. To show the Electric

Home without telling the story effectively would be like presenting a play beautifully staged but without actors. Better to lecture to 500 in one day than to file 5,000 through the house and fail to deliver our message.

### Work of the House Committee

The house committee should consist of a chairman with an additional member for each day of the week with one extra for emergencies. Each member of the committee undertakes to act as supervisor at the Home for one definite day of each week the Home is open, serving in rotation. They should be the very best men available from the various groups and preferably not members of other committees.

The chairman of the committee must shoulder the entire responsibility and then pass it on to his members by making them work. Even where the chairman is willing and able to devote his entire time to the work, it is probably better to have the committee organized and operated in the same way. Criticism is largely forestalled and

better ideas come from the larger number. The chairman should be a man of considerable influence in local electrical circles, possibly a central station man and must be a good organizer. The chairman, with the assistance of his committee, is responsible among other things for:

- Securing staff to serve at the Home—arranging schedules.
- Arranging for daily cleaning of Home.
- Locking up Home each night—securing police protection, arranging for watchman and for insurance, if desired.
- Obtaining liability insurance protecting against actions resulting from possible accidents to visitors.
- Handling crowds and routing them through Home.
- Writing story to be given to visitors—training the staff.
- Counting attendance—possibly registering visitors.
- Distributing booklets.

A capable young man should be borrowed from the local central station or one of the member firms to serve for the period as assistant to the house committee. He will do the clerical work, keeping records of attendance, schedules, phoning the staff, or other work as instructed. His hours should be from 9 or 10 a.m. to 7 p.m., which gives time to have the evening staff in working order.

All members of the house committee should be on the job on the opening day to become familiar with their duties as Supervisors. Then each, on the day to which he is assigned, will be at the Home from the opening at 2 p.m. until closing time, to take full charge and to look after

- Staff, according to schedule.
- Assigning staff to duty in various rooms.
- Training new members of staff.
- Checking talks to make sure that story is effectively told.
- Dealing with emergencies.

If the Home is to be open in the mornings, the committee assistant can handle everything until 2 p.m. when the crowd builds up.

The chairman should visit the Home several times each day to inspect the operation of his organization.

### Hours Open to Public

The Home should be open at least from 2 p.m. to 10 p.m. and to be business-like the opening must be "on the minute," as advertised.

In a good district the Home can be opened to advantage in the mornings at 10. This requires more staff but rush-hour visitors may be invited to return any morning and make a more leisurely inspection. In the case of one Home in a fine, well-settled district, the attendance from 10 a.m. to



### A Booklet on Organizing Electric Home Campaigns

**T**HE Society for Electrical Development is preparing for issue in July a booklet on "Organizing and Exhibiting the Electric Home." It will be well illustrated and will contain sixty-four pages. The subject will be treated under the following heads:

- The Value of an Electric Home Exhibition
- Starting an Electric Home Campaign
- Organizing an Electric Home
- Financing the Home
- Securing the House
- Arranging for Wiring, Appliances, Decorating and Furnishings
- Advertising and Publicity
- Exhibiting the Home

The usual number of copies of this booklet will be distributed to members of the Society who can also obtain extra copies at cost. The booklet will also be made available to non-members of the Society at a price to be fixed.

2 p.m. ran from 100 to 300. Another Home in a poorer and newer district brought few more than 50 during the same hours. In the latter case the housewives, mostly without servants, were busy with housework in the morning.

The question of Sunday opening is entirely up to the local committee. In one community it may bring crowds—in another, criticism. Obtaining a Sunday or holiday staff is a problem and arrangements must be made well ahead.

#### Routing the Visitors

Inasmuch as visitors are to be passed through the Home in groups admitted at intervals, the matter of routing must be carefully considered when the plans of the Home are in preparation. Make the route progressive as in factory production, without doubling-back, and with one-way travel in all passages. Avoid two-story gaps such as from second floor to basement. The two-story move requires so much longer than the move of other groups from one room to another or from one floor to another, that confusion results or time is lost from one of the talks.

The ideal plan will permit the following routing:

Veranda through vestibule and hall to Living Room.

Living Room back through hall, up front stairs to Front Bed Room.

Front Bed Room, through large adjoining Bath Room (large enough for 12 in group) to Middle Bed Room.

Middle Bed Room through doorway or clothes-closets (dividing partition omitted) to Rear Room.

Similarly to other rooms on second floor. From last room on second floor down

rear stairs through middle hall to Dining Room.

From Dining Room through Pantry and Breakfast Room or Nook to Kitchen.

From Kitchen down inside basement stairs to Laundry.

From Laundry to Main Basement for final talk.

From Main Basement via separate stair direct to outside.

It is well to provide a canopy over walk from street to veranda. This will protect visitors in inclement weather. It should be lighted at night. An awning company will usually be glad to provide it in return for the privilege of displaying a card.

The importance of telling the story has been emphasized. The points cannot be driven home in original but disconnected talks. The story must be continuous, connected, well balanced and carefully prepared in advance—just as carefully as any good lecture. The introduction must be adequate—the main description comprehensive—the conclusion well-rounded and forceful.

In preparing the story to be told there must be a clear understanding as to the subject—which is the wiring installation and the convenience and comfort of using electrical appliances in a home having proper wiring. In such a home it will then be much easier to sell appliances and more appliances. In the story, reference to appliances should visualize good things to eat or relief from household tasks rather than details of operation. Appliances should not be demonstrated, in the writer's experience, because of danger of distracting attention from the main subject.

There are many general points to be brought out in the story. A list of such points should be prepared. In each room the features in that room should be covered—touching very lightly on duplications—then a few of the general points from the list.

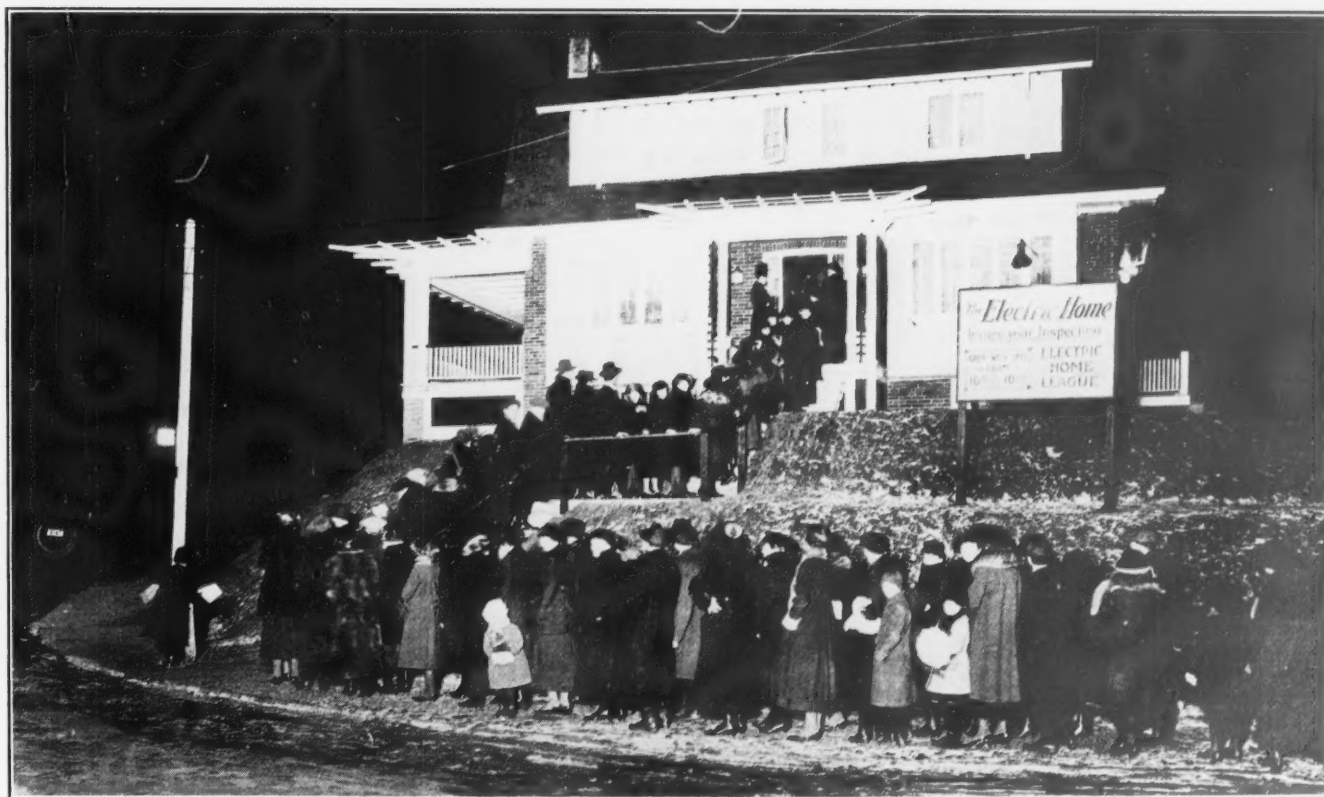
It may be contended that original talks will be more interesting than a stereotyped section of the story. This on the face appears reasonable but in practice, it doesn't work out. The most original talk oft-repeated becomes stereotyped and duplication will occur of points covered in other rooms.

From experience the best method seems to be to print or type the remarks or points in the form of notes on cards—one card to each room. The staff can be instructed to express the points in their own language but to get every point over.

#### Conceal Trade Names and Name Plates

The story goes over better with the public if names or nameplates on appliances are covered over. It proves to them conclusively that the purpose of the exhibit is educational—that it is different from the many shows and exhibitions they have seen. Further, a very dangerous potential "bone of contention," within the industry is removed. It is a fair policy—all are treated alike—no one has a chance to complain.

The length of the story depends on the number of rooms in which talks are given and on the time interval. Thus, 10 rooms with talks and 3 minute in-



To attract public attention to this Toronto "Home Electric" the exterior of the building was floodlighted each night during the exhibit. If your own Home Electric is

near an automobile thoroughfare, such floodlighting will attract the attention of passing motorists. And if the Home Electric is off the main line of travel, lights

should be placed along the connecting roadway to arouse curiosity and to direct visitors seeking the Home Electric. Electric-lighted signs should also point the way.



tervals gives a 30 minute trip, from which total must be deducted the time for travel between the various rooms.

It is a mistake to cut the interval under 3 minutes. On the other hand it may prove a disadvantage to make it much longer than 3 minutes. If too much time be given, the visitor's mind wanders from the subject and dwells on the furnishings. Further, this would reduce capacity.

The number of rooms for talks depends on the number of people available for duty on the staff. In a small city the number will necessarily be limited. To give more than 10 talks is too much. To give less than 7 is inadequate, for we should cover at the very least, the Living Room, Dining Room, Kitchen, Bed Room, Hall and Bath Room, Laundry, and Main Basement (distribution center).

The garage, in any case, should be given as an extra. The story will be most effective if concluded within the house itself.

#### Pick the Staff from Local Electrical Men

In considering the question of securing the staff, the first temptation is to hire staff members outright and save anticipated trouble. In this connection, the writer cannot too strongly urge the use of a volunteer staff of electrical men and women.

The Electric Home is put on to produce a desired effect on the public. The Home produces an effect no less valuable on the electrical men who participate. They come in direct contact with the public observe the public's keen interest in electrical things and incidentally obtain excellent training in giving a talk. The number of electrical people thus benefiting should not be limited to the small number on the

main committees. Use as many as possible from all groups—contributors and non-contributors—members and non-members. The volunteer staff is the best means for tying-in all members of the industry, great or small, and especially the contractor-dealers. The rapid spread of interest and enthusiasm is remarkable and must be experienced to be comprehended.

To secure the staff, the best plan is to prepare the schedules and a list of those who may be expected to serve or to supply members for the staff. Then go after each one to fill a specified place in the schedule. A rousing meeting of all concerned in the week before opening may be of assistance in preparing the way.

#### Two Methods of Telling the Story

In a small city with few firms to draw on, it may be necessary to employ one or two as a nucleus of the staff.

We must have one staff member for each talk and a number for traffic and relief.

The method recommended uses an attendant in each room to give the talk in that room, the groups of visitors being passed from room to room.

Another method has been tried—that of having each attendant in turn meet a new group at the door and conduct that group through entire house, giving the complete story.

From personal observation, the latter method gives poor results with a changing staff. By specializing in one room, it is possible to train an attendant satisfactorily in a 3-minute talk, but a 30-minute talk is impossible. Even with a permanent staff, this method is not so satisfactory. It is also found from experience more tiring because of the mental effort required in concentrating on a 30-minute talk.

The writer believes that this method may be used to advantage only in the period from 10 a.m. to 2 p.m. The method requires the same number on the staff and is subject to the same limits as to capacity.

#### Training the Staff

The staff must be fully informed as to the conditions and policies of the exhibit. This can best be accomplished by placing in their hands for reading comprehensive "General Instructions" which can be mailed in advance or distributed when they report for duty.

A desirable spirit can be established by providing each member of the staff with a ribbon reading "Committee." This establishes their position with the public and without explanation.

#### Handling Traffic with Signals

A large group of visitors is more sluggish in its movements than a small one; which makes it advisable to limit the number to 10 or 12.

To handle the traffic and avoid delays and lost motion, the talks must be synchronized. This is accomplished by means of a watch-case buzzer in each room, all operated simultaneously

by one button near the front door. The final or "change rooms" signal (2 rings) is given at 3-minute intervals. A warning signal (1 ring) is given  $\frac{1}{2}$  minute before the final. The door-man operates the signal system and admits a new group each time. A stop-watch times the signals and a tally counter records the attendance. The system is very flexible in permitting the time interval to be quickly adjusted to be longer or shorter, depending on the line-up outside.

#### Traffic Men to Speed Movement of Visitors

Traffic men are located at strategic positions such as in hallways and near the stairs to guide the groups and to pass them quickly along. All talks are given with closed doors to prevent interference.

If the plan of the house necessitates a two story gap in the routing, one variation will help. Shorten the last talk on the second floor and move that group to the basement on the first or "warning" signal instead of the second signal. Then the group will be well on its way to the basement before the second signal.

Continuous talking in the rooms will tax the voice and the strength. Relief must be regular and systematic, traffic men being used for the purpose. While resting, the others take care of traffic.

#### Distributing Booklet—Registration

Booklets should be given out as the visitors leave the Home. The matter contained in the booklet is important as it should be a printed reminder of the story the visitor has heard. Of course, the publicity committee sees to that.

This is a fit question for debate and further field experience is required before recommendations can be given.

In several campaigns the advertising has featured the fact that no names would be asked, resulting in favorable comment.

At another Electric Home, inserted in each pamphlet, was a return postcard requesting information as the case might be, regarding: convenience outlets, lighting, appliances, etc. This card was unstamped, had no prize-drawing features and returns were negligible.

In connection with another Home, cards were attached to booklets.

This thought then brings us to the close of the present article. We have exhibited the Electric Home. We have told the story to some 15,000 or 30,000 interested people. Shall the effort end there? Business sense says "No!" In every community which has had its Electric Home, the impetus gained must not be lost. The effort should be continued in a consistent though modest way with architects, builders and home-owners. The Electric Home should be but one part of the electrical industry's constant co-operative effort—accompanied by individual selling effort—to bring the public more and more to "Do It Electrically."



#### Something to Do to Summer Records

If you are perfectly satisfied with last summer's records, cherish them carefully. On the other hand, if you feel like bustin' one or two, get your coat off! And while you're rolling up your sleeves, turn to page 66 of this issue and find out how easy it is to enter

**Electrical Merchandising's  
July and August  
Prize Business Contest**



# More Home Electric Campaigns— and the Ideas That Made Them Successful

From Glasgow to Denver Come Enthusiastic Reports, with Promise of an Even Busier Summer and Fall—Every Campaign Featured by Some New Stunt or Idea, and Here Are a Few of Them

## Washington Plans a Series

An exhibition Home Electric was the chief feature of Electrical Week, which Everett, Wash., celebrated from May 20 to May 28. The home was presented by the Snohomish Electrical Development League in co-operation with the Northwest Electrical Service League, and is one of a series which is being planned for the remaining months of this year, in other towns of the state.

## Buffalo Adds Another

Buffalo's first Home Electric was placed on exhibit for the first two weeks in May by the electrical men of that city under the name of the Modern Home Electric Campaign Committee. The house, which was

at Saranac Avenue and Colton Drive, had just been built and was loaned for the demonstration by the owner, who occupied it immediately after the exhibition closed.

Wired to show the reasonable possibilities of the average home rather than the extremist ideals of a "stunt" house, the home was nevertheless completely equipped electrically, even to an illuminated house number and wired furniture.

## A Southern Home Electric

They say that even in the South the servant question has been lifting its head in recent years. Perhaps that accounts for the increasing interest of Southern women in electrical labor-savers, and the success of the first Southern Home Electric, put

on exhibit in Columbus, Ga., by the electrical interests of that city. The Home was an attractive two-story, New England-style cottage, completely equipped electrically. Its sponsors attribute most of its success to an intensive publicity campaign preceding the opening.

## All the Newest Electrical Wrinkles at Pittsburgh's "Happiness Home"

From bedside operation of the breakfast percolator to provision for a radio outfit, all that's newest in electrical household developments was shown for the delight of visitors at "Happiness Home"—the first Home Electric opened in Pittsburgh, Pa., on April 13, under the auspices of

## Elsie Ferguson Takes on a New Fairy Godmother Role, Sponsoring "Happiness Home!"

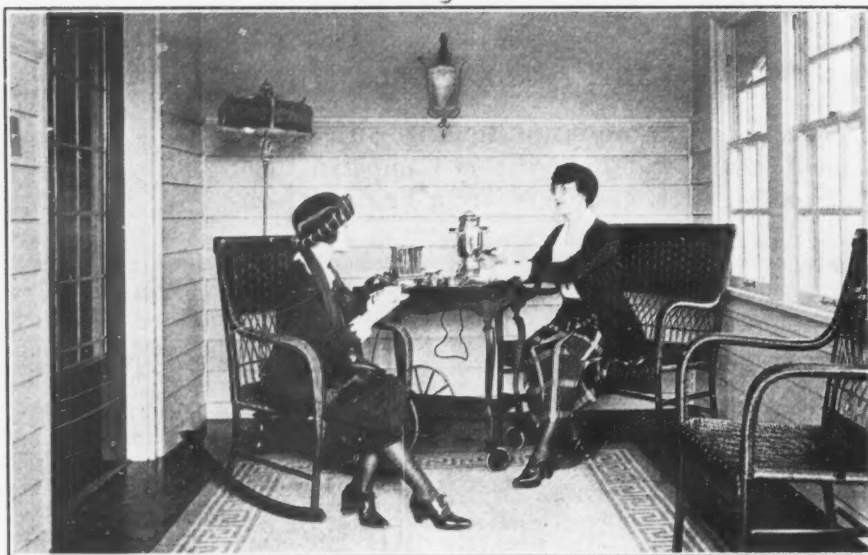


Do you wonder that Pittsburgh's only Home Electric problem was to manage the crowds that came, rather than to get people to come? For behold here our own Elsie Ferguson, (stepping from her role of fairy godmother in "The Varying Shore" to that of godmother to a Home Electric), holding the silken-ribboned key with which she officially opened the Home, and proving with her best smile that "Happiness Home" was rightly named! Of course, we don't mean that a Home Electric isn't a sufficient

attraction in itself to bring thirty-odd thousand visitors — but having the fair Elsie present on the opening day started things with such a smash that the momentum carried along right to the end. Besides, the details of Miss Ferguson's own tour through the house, and her delighted comments on the electrical comforts she found there, were enthusiastically reported in the dailies, together with photographs of the actress "trying out" the appliances. "Happiness Home," as it was widely

known, because of its promise of "happiness in every room," was a new house built on Kipling Road, under the direction of the Electric League of Pittsburgh. It was open from April 13 to May 6, except Sundays. And it had visitors not only from Pittsburgh, who marveled at its electrical wonders and conveniences, but from all parts of western Pennsylvania and neighboring states. The house, with most of its equipment, was sold before the exhibit closed.

## Electrical Comforts on the Porch—the Most Popular Room of the House in Summer



Practically every Home Electric opened this spring has emphasized the importance of electrical comforts on the summer porch, semi-enclosed porch, or in the sun room. And rightly so, for in summer this room becomes the most popular room in the house, and in spring it is this room that receives most of the housewife's attention. And when she is happily engaged in making it pretty with cretonnes and mats and cool green plants, she is in a receptive

frame of mind to suggestions from an alert electrical man, that the final touches of comfort must be electrical! The enclosed porch shown above, with its ornamental wall bracket and floor lamp and baseboard outlet serving the wired tea wagon, will doubtless inspire many a wired porch this summer in Milwaukee, where it was studied by many visitors to the Home Electric, opened under the auspices of the Electrical Development Association of Wisconsin.

the local Electric League of that city.

Knowing the appeal of novelty, the League did not content itself with a model wiring installation or a complete exhibit of electrical equipment in this twelve-room house. Visitors could see how, by pressing a button at her bedside, the mistress of the house could start the eggs and coffee

cooking without going downstairs; and how, by pressing another button, she could have the bathroom warm and cozy before slipping into her bathrobe. Luncheons were shown being cooked on the wired dining table. A heated foot-board was used in the laundry to protect the laundry dress from a possible chilling on the

tilled floor. And a radio receiving set was installed.

More than 1,000 persons visited the home daily while it was open, this attendance being due in no little part, it was thought, to the name which was given to the house—"Happiness Home"—the house with "happiness in every room," as it was widely advertised.

Besides, the League gained the consent of Elsie Ferguson, who was then appearing in Pittsburgh, to open the Home officially—an announcement which insured a record attendance on the opening day.

## They're Planning Summer-Time Home-Electric Campaigns

Summer-time is show-time, for Homes Electric as well as for any other events, and following is a list of some of the cities that are taking advantage of this season to plan and stage Home Electric Exhibits. Most of these Homes will be open in July, August, or September:

Minneapolis, Minn.; Galveston, Texas; New Orleans, La.; Charlotte, N. C.; Bloomington, Ill.; Omaha, Neb.; Kansas City, Mo.; Boise, Idaho; Portland, Ore.; Elmira, N. Y.; Salt Lake City, Utah; Bellingham, Wash.; Seattle, Wash.; Walla Walla, Wash.; Aberdeen, Wash.; Chehalis, Wash.; Mt. Vernon, N. Y.

## It's a Home Electric and It Looks Like an American Crowd, But—Find the Kilties!



Home making is the one industry that no nation can ever monopolize, and just to prove that Scotch housewives are as keenly interested in learning about electrical comforts and conveniences as are their American sisters, two exhibition Homes Electric were recently opened in Glasgow with attendances that ran close to the best American records. In three weeks, more than \$28,000 visitors inspected the homes—a few of

them are shown in the illustrations, awaiting their turn to enter the building.

Both homes were completely furnished and electrically equipped throughout, even to electric phonographs, pianos, cigar lighters, shaving mugs, and a "towel rail heater" in the bathroom. Demonstrations of the appliances were made, and Home Electric booklets distributed to visitors.

The two all-electric houses are now oc-



cupied by Robert Hardie and A. Estcourt of the Glasgow Corporation Electric Showrooms, which sponsored the exhibition. They admit having since discovered (not unlike many of their American co-workers) that "it is undoubtedly a strong selling point to be able to refer to one's own personal home experiences." "We are now striving to drive home the message, 'Electrical Homes for Electrical Men,'" they write.





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Dr. Borem takes the salesman's advice on a waist-high outlet for his sterilizer, and better lighting for his operating chair.



Next door is the bank. They've considered a lot for some time and friend salesman signs them up.



Yes, the garage man can use an electric air compressor on wheels if it is strong enough to stand up against the constant jolts it will get in being pulled around the sidewalk. And he needs some heavy extension cords for his hand lamps.



It certainly did help to show the butcher a picture of an electric meat grinder. He bought an electric knife sharpener, too.



Mrs. Stansbury admits that she hasn't bought a sewing machine yet, and a demonstration is arranged.

# Her

ON this page are pictures to keep your July business curve on the hundred other ways we sell ourselves to you. The thing is that business is improving. We have worked hard to improve business improvement, more customers into your business not enough to be satisfied with sales.

Business people right now are ready to buy electrical

# Have You





considered a burglar alarm  
ns them up.



Good window lighting, the salesman insists, will make the  
"Leader" displays work all the evening.



Then, in the shadow of a neat electric c  
vinces the druggist of his need for fans a

## Here Are a Dozen Places to Find More July and August Business

ge are pictured twelve ways  
your July and August busi-  
ve on the up-slant. Half a  
r ways will suggest them-  
The thing to remember is  
is improving because men  
hard to *make* it improve.  
ovement, of itself, will bring  
rs into your store. But it is  
be satisfied with a few extra

ople right on your block are  
electrical appliances and wir-

ing equipment. But they are too busy  
making their own businesses more profit-  
able to stop and think of the electrical  
things that they need. You must get out  
and show them definitely how electricity  
will help them to do more business!

On the last page of this insert you will  
find two tables. The first one shows forty-  
six places to sell electrical devices and the  
second lists 115 things to sell them. If you  
will glance over these tables with your  
own community in mind you will get some  
definite ideas that will help you to choose

the line of summer selling activity that  
net you the greatest profit.

One of the greatest advantages of sta-  
ing a systematic drive to make the mos-  
your opportunities in some particular  
is that it makes your organization act  
And activity always attracts business.  
campaign to sell lamps may stimu-  
vacuum cleaner sales, and the vacu-  
cleaner sales will help every other line  
you sell. There's nothing like a busy s-  
to draw trade, and getting systematic  
busy brings systematic profits.

### e You Called on Every Prospect Up and Down Your Street?



't bought that electric wash-  
n is arranged.



We come to the Bijou just as the proprietor is setting out Bill  
Hart's latest likeness, and sell him a big front sign.



In the print shop our salesman ge  
showing that it is as necessary as th







Shadow of a neat electric clock, the salesman convinces the barber of his need for fans and another drink mixer.



It is true that the barber has electric vibrators and water heaters, but he does need convenience outlets at each chair!

## More

...selling activity that will  
...est profit.

...test advantages of start-  
...rive to make the most of  
...s in some particular line  
...our organization active.  
...ys attracts business. A  
...lamps may stimulate  
...sales, and the vacuum  
...help every other line that  
...nothing like a busy store  
...d getting systematically  
...matic profits.

## Our Street?

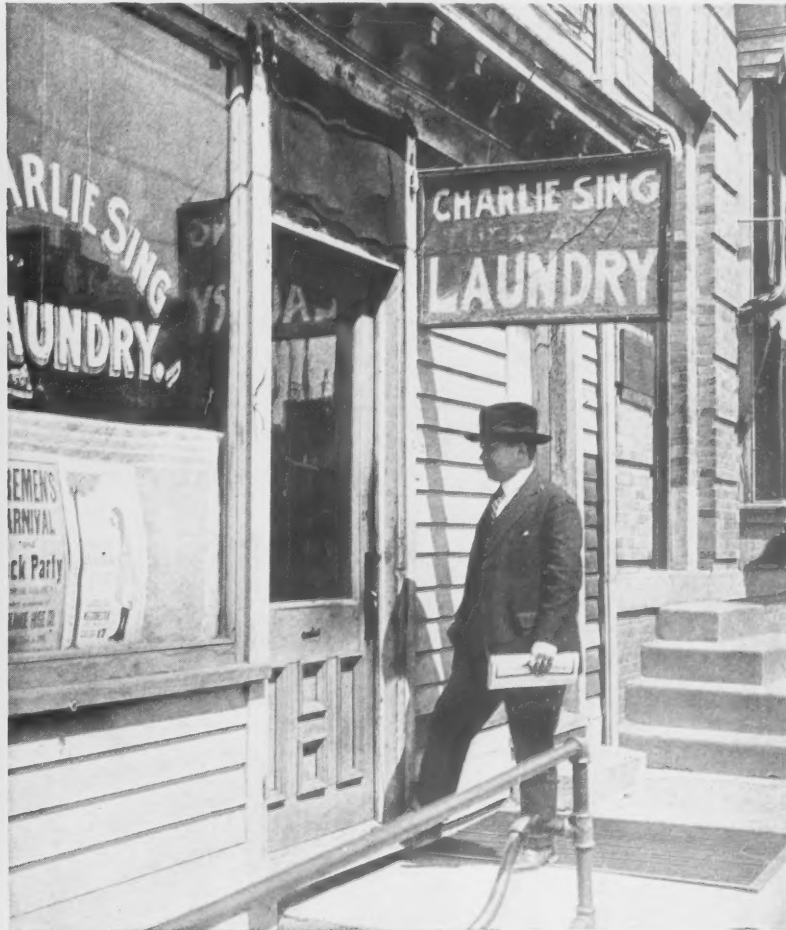


Just a slight rip in the coat gives our salesman a fine entree into the tailor shop, leading to the discovery of a treadle operated sewing machine. Which leads to the sale of a motor! A little wiring will fix that string-guyed lamp, too.

Supplement to Electrical Merchandising, July, 1922.

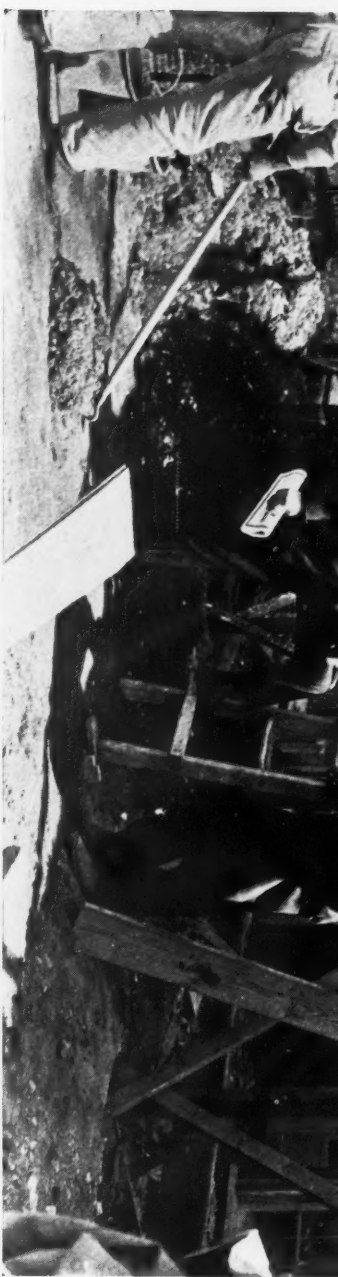


...shop our salesman gets a safety switch order by  
...it is as necessary as the pulley guard.



It looks as though Charlie Sing will get his name in the book too; and an electric ironer ought to interest him.





We find him talking to Jack Collins, of Collins' Cash Grocery. Jack is going to have a brand new, spick and span store to use as scenery for his record July and August grocery business. Our electrical man stops to congratulate him on the new place, and to inquire if he is sure he has enough outlets for the electric coffee mill, the meat slicer, the fans, etc.

Jack takes him inside to show him around and it develops that he could use a bit more places for plugs, and a well located light in the center will help his Saturday night business. Jack needs a couple of good counters, too, and that reminds our salesman of the Sash & Door Company's mill, down the streets a ways.



## And Mills and Factories Need Motor Drive—

It doesn't take even a short-legged salesman very long to get down to the mill, and he grabs the owner's attention right at the start by telling him he can sell a couple of nice counters to Jack Collins for his new grocery. Next thing the boss knows, he is looking at a sketch of his own place, showing where the addition of a good motor here and there will cut out a lot of shafting and belting. And be-

sides, individual motor drive will mean that he will only have to use enough horsepower to drive the machines that are being operated.

It takes a little persuasion, a little patience, a little figuring and a little insistence to get the idea across, but when our salesman starts along to his next call he has another order in his pocket, which nerves him up for a visit to the dentist—



**New Stores Are Being Fitted Up—**





# Electrical Merchandising Pictorial

Supplement to Electrical Merchandising, July, 1922.



- 97. Soldering Irons
- 98. Sterilizers
- 99. Stills
- 100. Switchboards
- 101. Telephones, Intercom-
- 102. Time Switches
- 103. Toasters, Restaurant
- 104. Vacuum Cleaners
- 105. Valve Grinders
- 106. Violet Ray Devices
- 107. Vibrators
- 108. Vulcanizers
- 109. Wafting Irons, restaurant
- 110. Wagon Loaders
- 111. Washing Machines
- 112. Water Heaters
- 113. Water Supply Systems
- 114. Wrapping Machines
- 115. X-ray Outfits
- 96. Signs
- 95. Sewing Machines
- 94. Safety Enclosed Switches
- 93. Refrigerators
- 92. Ranges
- 91. Radiators
- 90. Pumps, Electric
- 89. Pyrometers
- 88. Portable Lamp
- 87. Piano Player, Electric
- 86. Nut Choppers
- 85. Presses
- 84. Meat Choppers
- 83. Neutralizers for Printing
- 82. Motors
- 81. Magnets, Lifting
- 80. Lighting
- 79. Letter Openers
- 78. Lemon Squeezers
- 77. Lamps
- 76. Ironing Machines
- 75. Irons, Laundry
- 74. Irons, Tailors
- 73. Immersion Heaters
- 72. Ignition Testing Sets
- 71. Ice Cream Freezers
- 70. Humidifiers
- 69. Hot Plates
- 68. Horns and Signals
- 67. Hoists
- 66. Hat Cleaners
- 65. Hair Dryers
- 64. Hair Cutters
- 63. Hackaws, Electric
- 62. Grinding Wheels
- 61. Grills
- 60. Glue Pots
- 59. Fuses
- 58. Furnaces, Electric

Want to Buy

- 96. 97, 102
- 95. 8, 9, 12, 13, 14, 41, 48, 50, 51, 59, 62, 77, 80, 82
- 94. 13, 14, 49, 50, 51, 59, 68, 75, 76, 77, 80, 83, 94
- 93. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 92. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 91. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 90. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 89. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 88. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 87. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 86. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 85. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 84. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 83. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 82. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 81. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 80. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 79. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 78. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 77. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 76. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 75. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 74. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 73. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 72. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 71. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 70. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 69. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 68. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 67. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 66. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 65. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 64. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 63. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 62. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 61. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 60. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 59. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82
- 58. 8, 9, 13, 14, 20, 27, 48, 49, 50, 51, 59, 62, 67, 68, 77, 82

in the lower table) which that business can use to advantage

Where They Want the Things Selling

Business—

Key?

# Forty-Six Places in Your Town Where You Are

Here Are 46 Different Kinds of Prospects for Your Summer Business All within Easy Walking Distance of Your Shop—Aren't They?

The numbers following each listing refer to the electrical products and appliances (Given in the

- 49. Automobile Dealers, Garages and Repair Shops—2, 3, 4, 8, 9, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Apartment Houses—3, 5, 8, 9, 13, 14, 22, 23, 28, 37, 39, 43, 47, 49, 50, 53, 55, 57, 59, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Barbers—9, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Bakers—8, 9, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Bottle Works—2, 8, 9, 13, 14, 23, 28, 47, 48, 49, 50, 51, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Bottling Works—2, 8, 9, 13, 14, 23, 28, 47, 48, 49, 50, 51, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Butchers—6, 8, 9, 12, 13, 14, 43, 48, 50, 51, 59, 62, 77, 80, 84, 93, 96, 102.
- Canning Plants—8, 9, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Candy Stores—13, 14, 16, 19, 25, 26, 31, 32, 33, 42, 44, 48, 49, 50, 51, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Carpenter Shops—2, 8, 9, 12, 13, 14, 23, 27, 47, 48, 50, 53, 59, 60, 62, 77, 80, 82, 94, 96, 99, 102.
- Cigar Stores—9, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104.
- Clothing Stores—3, 5, 8, 9, 13, 14, 29, 30, 47, 48, 49, 50, 51, 59, 60, 62, 77, 80, 82, 94, 96, 99, 102.
- Coal Dealers—4, 6, 7, 8, 9, 13, 14, 20, 23, 27, 28, 47, 50, 59, 77, 80, 92, 104.
- Churches—11, 15, 22, 25, 26, 32, 36, 48, 50, 59, 69, 77, 80, 92, 104.

And Here Are the Appliances and Products Your Neighbors Want

- 1. Air Heaters
- 2. Air Compressors
- 3. Annunciators
- 4. Battery Charging Equipment
- 5. Batteries, Dry
- 6. Battery Flash Lamps
- 7. Batteries, Storage
- 8. Polls and
- 9. Lifting Trains
- 10. Blowers, Forge
- 11. Blowers, Organ
- 12. Blowing Wheels
- 13. Burglar Alarms
- 14. Buzzers
- 15. Cookers, electric
- 16. Chocolate Heaters
- 17. Chucks, Magnetic
- 18. Churns
- 19. Cigar Lighters
- 20. Circuit Breakers
- 21. Clipping Machines
- 22. Clocks, electric
- 23. Clocks, Watchmen's
- 24. Cloth Cutting Machines
- 25. Coffee Grinders
- 26. Coffee Urns
- 27. Controllers for Motors
- 28. Material
- 29. Conveyors, Cash
- 30. Conveyors, Package
- 31. Corn Poppers
- 32. Cream Whippers
- 33. Demagnetizers, Watch
- 34. Dental Motors
- 35. Dental Furnaces
- 36. Dishwashers
- 37. Door Openers
- 38. Dough Mixers
- 39. Dyeing Regulators
- 40. Drills, Portable Electric
- 41. Drills, Drink Mixers
- 42. Dumbwaiters
- 43. Egg Beaters
- 44. Egg Boilers
- 45. Egg Boilers
- 46. Electroplying Apparatus
- 47. Fans, Bracket and Ceiling
- 48. Fans, Ventilating
- 49. Fire Alarm Systems
- 50. Fire Alarm Systems
- 51. Flashers for Electric Signs
- 52. Flood Lighting
- 53. Floor Polishers
- 54. Flour Sifters
- 55. Fountains, Electric
- 56. Fruit Choppers
- 57. Fruit Presses



## Summer Business Within Walking Distance of Your Shop

IN the June issue of ELECTRICAL MERCHANDISING we pointed out the selling opportunities open to the electrical man who will work hard this summer. Business is steadily improving. Building is going forward at high speed. And the sale of electrical appliances and electric service is showing steady gains. It is not enough to sit back in satisfaction

and say that our troubles are over. By putting in our July and August days in intelligent cultivation of our selling possibilities we can keep business on the up-slant. And now we ask you to join us in a selling walk around town with our summer salesman who has made up his mind to increase his business within ten blocks of his shop. Follow his footprints over the page—



# Where They Want the Things Selling

business—  
they?

(the lower table) which that business can use to advantage

14, 22, 23, 29, 30, 47, 48, 50,	96, 97, 102.	96, 97, 102.	96, 97, 102.
19, 34, 35, 48, 49, 50, 59, 63,	96, 97, 102.	96, 97, 102.	96, 97, 102.
16, 19, 29, 32, 42, 48, 49, 50,	96, 97, 102.	96, 97, 102.	96, 97, 102.
14, 40, 48, 49, 50, 59, 74, 77,	96, 97, 102.	96, 97, 102.	96, 97, 102.
0, 51, 55, 59, 77, 80, 93, 96, 102.	96, 97, 102.	96, 97, 102.	96, 97, 102.
12, 13, 14, 17, 20, 22, 23, 27, 28,	96, 97, 102.	96, 97, 102.	96, 97, 102.
77, 79, 80, 82, 90, 94, 96, 97, 98,	96, 97, 102.	96, 97, 102.	96, 97, 102.
80, 81, 82, 83, 94,	96, 97, 102.	96, 97, 102.	96, 97, 102.
13, 14, 20, 23, 27, 28, 29, 41,	96, 97, 102.	96, 97, 102.	96, 97, 102.
50, 51, 56, 57, 59, 77, 80, 93,	96, 97, 102.	96, 97, 102.	96, 97, 102.
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23, 25, 29, 43, 48, 50, 59, 77,	96, 97, 102.	96, 97, 102.	96, 97, 102.
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83, 96, 100, 101, 102, 103, 104,	96, 97, 102.	96, 97, 102.	96, 97, 102.
13, 27, 28, 47, 48, 50, 51, 55, 59, 77,	96, 97, 102.	96, 97, 102.	96, 97, 102.

## Want to Buy

58. Furnaces, Electric	78. Lemon Squeezers	97. Soldering Irons
59. Fuses	79. Letter Openers	98. Sterilizers
60. Glue Pots	80. Lighting	99. Stills
61. Grills	81. Magnets, Lifting	100. Switchboards
62. Grinding Wheels	82. Motors	101. Telephones, Intercom-
63. Hackaws, Electric	83. Mangles	102. Time Switches
64. Hair Cutters	84. Meat Choppers	103. Toasters, Restaurant
65. Hair Dryers	85. Neutralizers for Printing	104. Vacuum Cleaners
66. Hat Cleaners	86. Nut Choppers	105. Valve Grinders
67. Hoists	87. Piano Player, Electric	106. Violet Ray Devices
68. Horns and Signals	88. Portable Lamp	107. Vibrators
69. Hot Plates	89. Pyrometers	108. Vulcanizers
70. Humidifiers	90. Pumps, Electric	109. Waife Irons, restaurant
71. Ice Cream Freezers	91. Radiators	110. Wagon Loaders
72. Ignition Testing Sets	92. Ranges	111. Washing Machines
73. Immersion Heaters	93. Refrigerators	112. Water Heaters
74. Irons, Tailors'	94. Safety Enclosed Switches	113. Water Supply Systems
75. Irons, Laundry	95. Sewing Machines	114. Wrapping Machines
76. Ironing Machines	96. Signs	115. X-ray Outfits
77. Lamps		



## Electrical Merchandising Pictorial

Supplement to Electrical Merchandising, July, 1922.



# Forty-Six Places in Your Town Where You Are Selling

Here Are 46 Different Kinds of Prospects for Your Summer Business—All within Easy Walking Distance of Your Shop—Aren't They?

The numbers following each listing refer to the electrical products and appliances (given in the

- Apartment Houses—3, 5, 8, 9, 13, 14, 22, 28, 37, 39, 43, 47, 49, 50, 53, 59, 90, 92, 100, 101, 104, 111.
- Automobile Dealers, Garages and Repair Shops—2, 3, 4, 8, 9, 13, 14, 19, 41, 45, 47, 48, 49, 50, 51, 52, 55, 59, 62, 63, 72, 80, 96, 97, 99, 101, 102, 105, 108.
- Bakers—8, 9, 13, 14, 15, 16, 32, 38, 39, 43, 44, 47, 48, 49, 50, 51, 54, 56, 57, 59, 77, 78, 80, 85, 92, 94, 96, 102, 114.
- Barbers—9, 13, 14, 19, 40, 48, 50, 59, 64, 65, 66, 77, 80, 96, 73, 98, 104, 106, 107, 111, 112.
- Battery-charging Stations—4, 6, 20, 27, 41, 46, 49, 50, 51, 59, 62, 77, 80, 82, 94, 96, 100, 102, 102.
- Blacksmiths—2, 8, 9, 10, 12, 20, 21, 27, 41, 49, 58, 59, 62, 63, 77, 80, 82, 89, 96, 97.
- Bottle Works—3, 8, 9, 13, 14, 23, 28, 47, 48, 49, 50, 51, 56, 57, 59, 77, 80, 90, 101, 102.
- Builders—2, 6, 6, 8, 10, 12, 14, 20, 23, 27, 28, 41, 50, 52, 53, 59, 60, 62, 63, 67, 68, 77, 82, 90, 94, 110, 113.
- Butchers—6, 8, 9, 12, 13, 14, 43, 48, 50, 51, 59, 62, 77, 80, 84, 93, 96, 102.
- Canning Plants—8, 9, 13, 14, 15, 23, 28, 47, 49, 50, 56, 57, 59, 77, 79, 80, 82, 92, 94, 96, 101, 102, 113.
- Candy Stores—13, 14, 16, 19, 25, 26, 31, 32, 36, 42, 44, 48, 49, 50, 51, 56, 57, 71, 77, 78, 80, 86, 87, 92, 94, 96, 102.
- Carpet Shops—2, 8, 13, 14, 23, 27, 47, 48, 50, 53, 59, 60, 62, 77, 80, 82, 94, 96, 102.
- Cigar Stores—9, 13, 14, 19, 48, 51, 59, 70, 77, 80, 96, 102.
- Clothing Stores—3, 5, 8, 9, 13, 14, 29, 30, 47, 48, 49, 50, 51, 59, 74, 77, 79, 80, 95, 101, 102, 104.
- Coal Dealers—4, 6, 7, 8, 9, 13, 14, 20, 23, 27, 28, 47, 50, 59, 77, 80, 82, 94, 96, 102, 110.
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- 4. Battery Charging Equipment
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- 6. Battery Flash Lamps
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- 9. Bell-Ringing Transformers
- 10. Blowers, Forge
- 11. Blowers, Organ
- 12. Burning Wheels
- 13. Burglar Alarms
- 14. Buzzers
- 15. Cookers, electric
- 16. Chocolate Heaters
- 17. Chucks, Magnetic
- 18. Churns
- 19. Cigar Lighters
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- 21. Clipping Machines
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- 23. Clocks, Watchmen's
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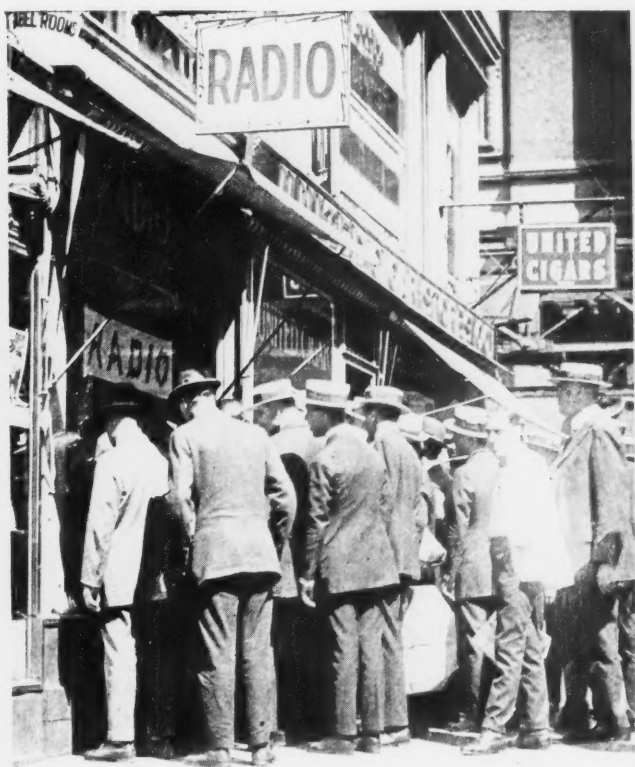
and say that our troubles are over. By putting in our July and August days in intelligent cultivation of our selling possibilities we can keep business on the up-slant. And now we ask you to join us in a selling walk around town with our summer salesman who has made up his mind to increase his business within ten blocks of his shop. Follow his footprints over the page—





# Electrical Merchandising Pictorial

A Monthly Picture Section of Sales Ideas



## Radio Is Bringing Crowds to Your Store

*Are You Selling These Radio Buyers On Your "Bread-and-Butter Appliances" Also?*

**T**HE miracle of radio has worked another miracle for the electrical-appliance dealer. Radio is bringing hundreds of new customers to his store. Columns of local newspaper advertising, or the collection of lighting bills in his shop, or any of the other devices to win store attendance, could not be more effective than the present mighty pull of radio in drawing buyers to the electric shop.

So—besides this wonderful set-up for the sale of radio sets—an even greater opportunity is in the electrical dealer's hands for pushing the sale of his regular electrical merchandise, his "bread and butter appliances." Every radio shopper who either looks at or actually buys a radio set, is a prospect for electrical labor-savers in his own home. And the radio-installation man the dealer sends out to the customer's house to put up an aerial, has that home opened to him and interested attention given to his words if he chooses to suggest and sell convenience wiring, outlets and appliances.

Radio is bringing crowds to your store. Are you selling these radio buyers on your "bread and butter lines" also?



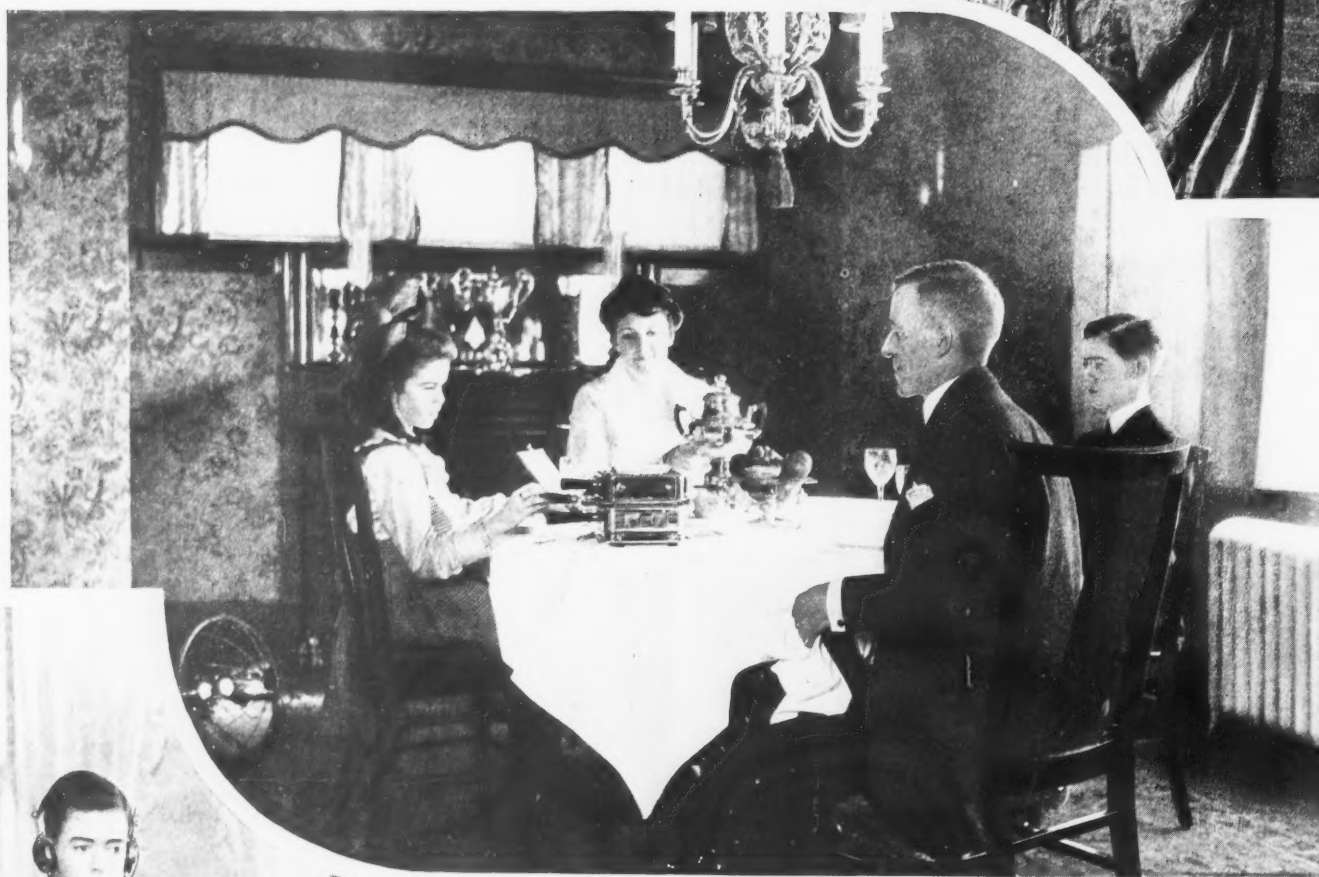


# Hear Ye! See Ye! "By These Presents" W. J. Ball of

(The Home Electric Legion, as our readers know, is made up of electrical men whose own homes are equipped throughout with electrical appliances.)



*This attractive Home Electric of the general manager of the Tri-City Electric Company commands a 20-mile view of the lordly Mississippi River.*



# Moline, Ill., Is Admitted to the Home Electric Legion!

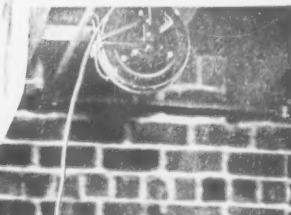
(Any electrical dealer, contractor, manufacturer, jobber, or central-station man who can qualify as Mr. Ball does, is eligible for this distinguished body.)



No wonder Mrs. Ball can look cool and unruffled—electrically-made ice cubes on the hottest days of summer! You say that the electrical refrigerator is not yet practical, do you, Mr. Skeptical Reader?

That shows you haven't one in your own house, and haven't lived month in and month out with one of these conveniences. If, Friend Skeptical, you want to know about the satisfactions of an "iceless icbox," just—Ask the Woman Who Owns One!

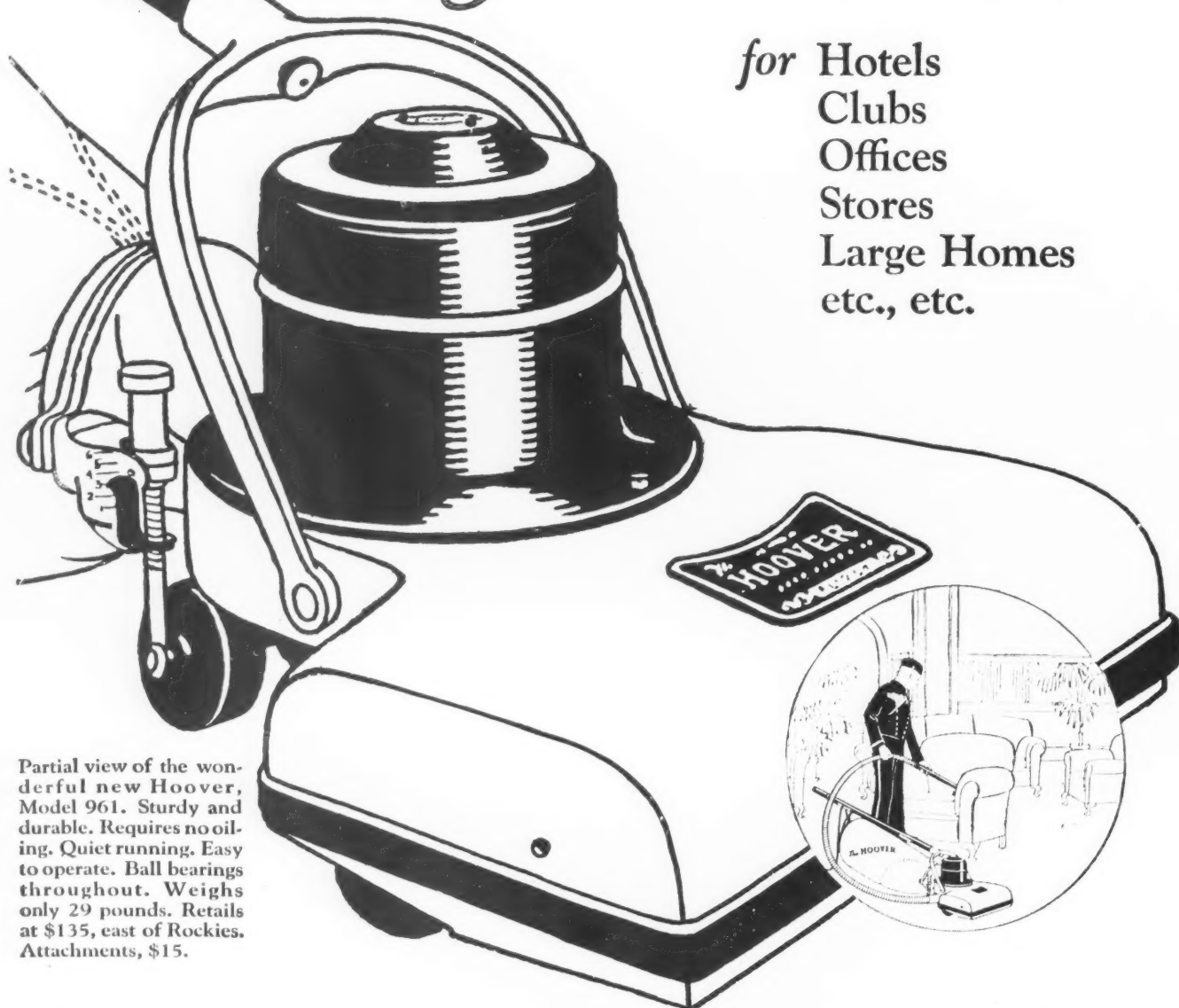
Every electrical man should back the electrical industry, but—can he do it rightly if his family doesn't enthusiastically back him? Mrs. Ball cooks, sews, launders and cleans electrically—the youngsters help with the electrically-prepared meals—and between them all Mr. Ball picks up many first-hand selling tips that are promptly put to work in his aggressive business-getting organization that serves Moline, Rock Island and Davenport.





# Announcing *a Big* HOOVER

for Hotels  
Clubs  
Offices  
Stores  
Large Homes  
etc., etc.



Partial view of the wonderful new Hoover, Model 961. Sturdy and durable. Requires no oiling. Quiet running. Easy to operate. Ball bearings throughout. Weighs only 29 pounds. Retail at \$135, east of Rockies. Attachments, \$15.

After several years of experimentation and study, the new big Hoover, Model 961, is ready.

It combines the best engineering and manufacturing practices of the day. It is made possible by an accomplishment in motor building never before attempted in portable cleaners.

This big, sturdy, moderately priced new Hoover introduces a new era in the sale of electric cleaning apparatus for use in large residences, dormitories, institutions, stores and fine shops, as well as hotels, clubs and offices.

There is nothing to rival it, either for economy or efficiency. It far surpasses all installed plants. It outclasses all other portable cleaners. Since it was designed particularly for continu-

ous heavy work, it does such work better, faster and easier than any other existing method.

## Practically "Fool Proof"

This new Hoover can be safely placed in the hands of ordinary help. Rough treatment or neglect cannot harm it. It is built for daily usage and is so simple to operate that no skill is required.

## No Oiling Required

Not a drop of oil is ever necessary anywhere. Forgetting to oil the motor can never cause trouble. This new quiet-running Hoover has a ball-bearing, dust-proof motor made especially for us by the General Electric Company.

### **Operates on Direct or Alternating Current**

For the first time a motor of the size used on the new Hoover can be operated on direct or alternating current, without change—an electrical accomplishment of which we are justly proud. Further, it runs at a uniform speed on either—about 4,000 r.p.m.—due to its four-pole compensated series winding.

Therefore, the dealer need stock only one model—a decided advantage from the standpoint of investment in machines and turnover of capital.

### **Very Light in Weight**

Because of the advanced use of aluminum and of improved design, Model 961 weighs only 29 pounds. This is 24 pounds lighter than the old Hoover Senior. Glides so easily that a child can operate it. All-day use will not tire the operator.

### **Other New Features**

A *ball-bearing* Beating-Sweeping brush, a wider cleaning mouth, and a non-marring fibre handle grip are among the other worthy and exclusive features of the model.

### **Cleans Thickest Rugs**

Especially designed to clean even the heaviest, thickest rugs, the new Hoover beats out all nap-wearing grit, sweeps up all clinging litter, erects crushed nap, freshens colors and cleans by powerful suction. Formerly exceptionally heavy rugs could not be adequately cleaned.

A new and exclusive device is provided for raising or lowering the cleaning mouth and automatically locking it at the proper cleaning height for carpets of different thicknesses. The machine need not be turned over to make the adjustment.

### **Prolongs Rug Life**

So easily is it shown that The Hoover imparts to carpetings a longer lifetime of wear that a strong argument can be built around this fact.

In many instances the value of carpets runs into thousands of dollars. The replacement of these is a heavy and frequent expense. The Hoover will pay for itself repeatedly by saving this cost.

### **Attachments Easily Connected**

A new, easily connected "converter" allows the greatly improved Hoover air-cleaning attachments to be easily used. The new "converter" provides a direct connection with the fan inlet, materially increasing the suction. The improved design of the attachments further increases the air flow. Extremely strong suction is the result.

Also, the machine may be easily rolled about on its own wheels when the attachments are in use—a great time-saving feature.

### **Cuts Labor Costs**

Any prospect with whom cleaning is a costly matter can readily be shown that savings in labor will also quickly pay for each Hoover purchased.

No other cleaning method can compare, either in low initial cost or in cost of operation.

### **Profits Are Large**

Authorized Hoover Dealers have, in this fine new Hoover, an unprecedented opportunity to add greatly to their profits.

In numerous cases, a number of these cleaners can be sold practically without competition.

### **Comparisons Invited**

We invite comparison between this wonderful new Hoover and other cleaning devices on the market. We are content to let it be its own most powerful advocate.

Write us today. Make immediate inquiry. Production of this new model is in full swing.

Kindly refer to other advertisement on page 125 for particulars concerning the sales opportunities afforded by the two smaller-sized Hoovers.

THE HOOVER SUCTION SWEEPER COMPANY

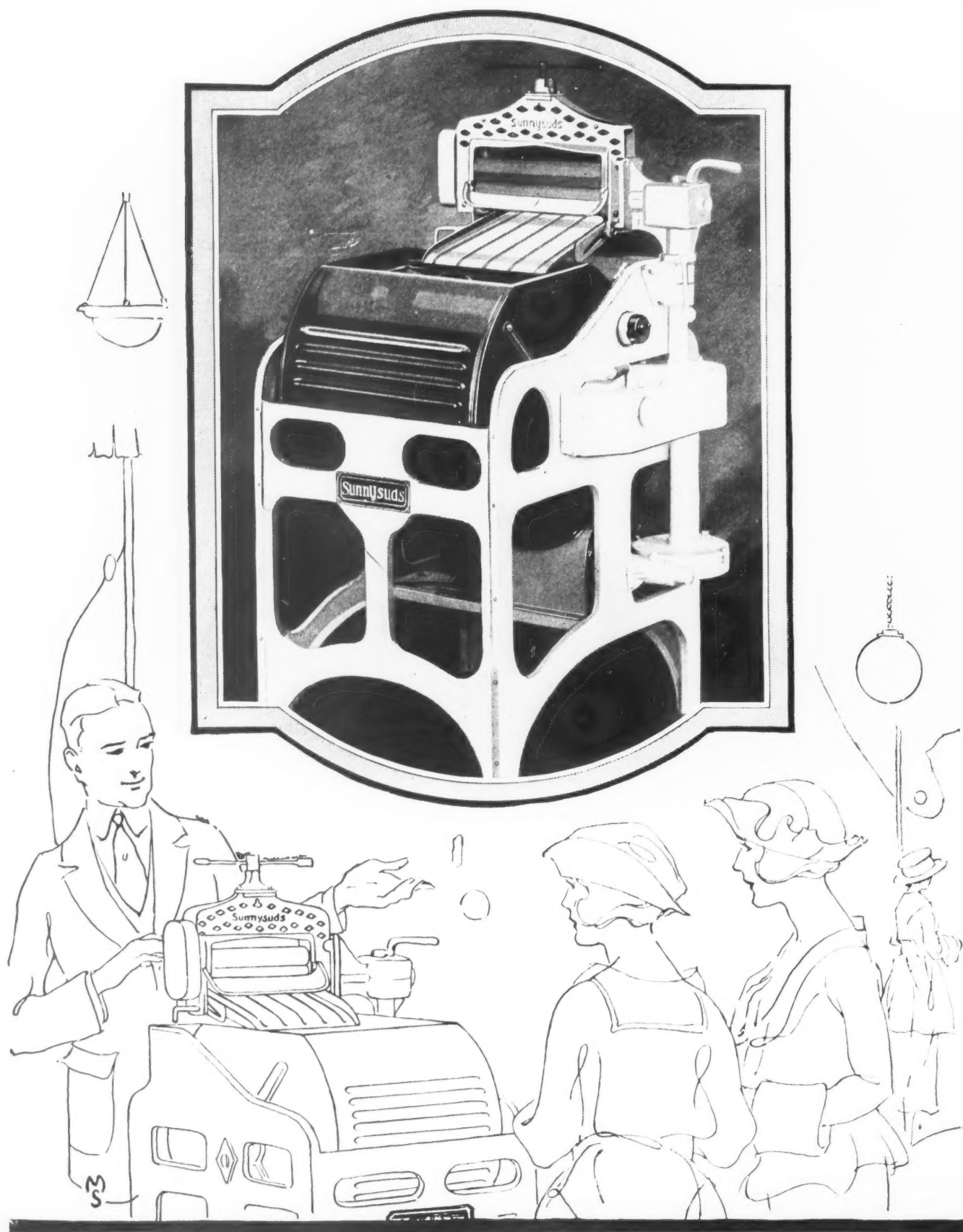
*The oldest and largest makers of electric cleaners*  
Factories at North Canton, Ohio, and Hamilton, Canada

# The HOOVER

*It BEATS.... as it Sweeps as it Cleans*



# *Superiority of Design*



# *and Construction makes it the leading Washer*

Just a year has passed since we produced the first Sunnysuds—the original all-metal cabinet electric washer to retail at \$100. And the succeeding 18 months have witnessed the growth of an amazing popularity of the washer itself and an amazing expansion of the company building it.

Twelve months ago the material assets of the Sunny Line Appliances, Inc., comprised a single model and the newly-leased factory. Today the Sunnysuds plant is completely equipped and working at forced draft; more than 1,100 successful merchants comprise the sales organization; and nearly 20,000 washers have been built and delivered—a retail sales volume that makes the Sunny Line Appliances, Inc., one of the largest builders of electric washers, although the youngest.

These significant facts indicate the soundly established and nation-wide popularity of the Sunnysuds. And the basic reason behind that popularity is the superiority of Sunnysuds design and the care with which each washer is built.

Compact, attractive, and smoothly operating, the Sunnysuds has a gentle and thorough washing action, which rapidly cleanses the grimeiest garments. Light, rigid, and amazingly durable, it has given a standard of service uniformly high. Repairs are infrequent. Little service is required of Sunnysuds dealers; even abuse rarely effects the Sunnysuds' staunchness.

Nearly twenty thousand satisfied customers are an incontestable testimonial to the superiority of the Sunnysuds, and 1,100 dealers to the ease with which it sells.

If you want to sell the Sunnysuds in the United States or abroad, write today for the details of our desirable dealer franchise.

SUNNY LINE APPLIANCES, INC., *Detroit, Michigan*

*Canadian Factory: Kitchener, Ontario*

(28)



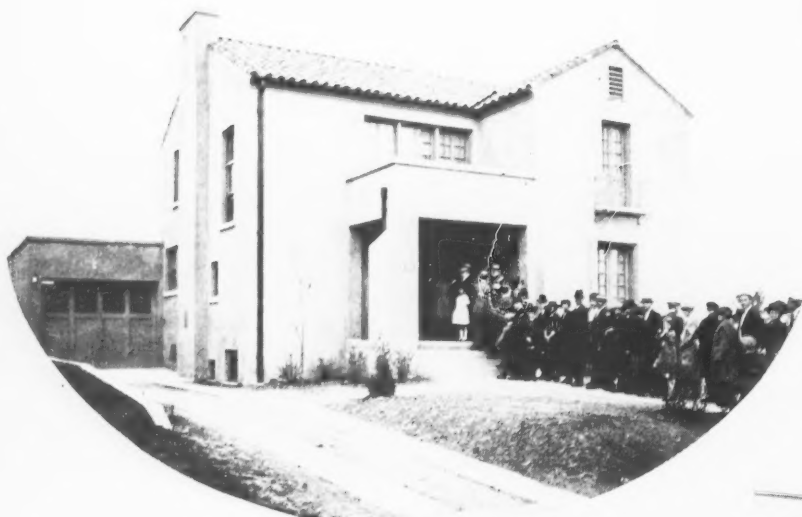
## **Sunnysuds**

### **Electric Washer & Wringer**



# Denver's Co-operative Electrical Home Inspected by 36,992 Visitors

Success of this Home, for which stock company was formed and shares amounting to \$10,000 were subscribed, leads to plans for many others in Colorado territory.



The gospel of the modern electrical home has been preached to 36,992 residents of Colorado at an advertising cost of less than ten cents a person—through the first Home Electric exhibition, recently held in Denver under the auspices of the Electrical Co-operative League of that city.



The home, which was designed, built, financed and exhibited by the electrical industry of Denver, was displayed for four weeks starting May 8th and closing June 4th, and during that time the number of visitors equalled 15% of the population of the city.

The attendance ranged from 2,171, the record established on the last day of the exhibition, to 466 on Decoration Day when even a drizzling rain did not seem to dampen the ardor and interest of a number of Denver folks. The average daily attendance was 1,322 and it is believed that a new high daily record has been established for electrical home visitation. All branches of the industry are reported to be well pleased and similar homes will be provided for exhibition elsewhere in the Colorado territory as a result of the successful display.

—S. W. Bishop









# Offsetting the Summer Slump in Radio Sales

Taking a Radio Census—Portable Demonstration Set—Installation Service—Supplying Engraved Cards for Radio Parties—Using the Theaters—Radio Bulletin-Board—In Other Stores

By CHARLES L. FUNNELL

**I**N ORDER to plan any sales campaign intelligently, two kinds of primary data are essential. First, in the given territory, the competent store manager needs to know how many people are already sold on the idea of the product to be merchandised—how many people are actually using it. Second, he wants to know how many people not yet using the product may reasonably be expected to buy it if properly approached.

Information of these two classes applying to radio sets and supplies can be obtained in many ways. One of the simplest ways to tackle the problem is to enlist the help of the school boy, to whom anything connected with radio has a strong appeal.

An advertisement in the local papers, asking for school students to do spare-time work for the radio department will bring plenty of wide awake applicants. Boys can then be assigned sections of the town, each boy being instructed to report the name and address of every resident whose house has an aerial connected with it. Boys can be paid for this work by the hour, by the number of wireless owners reported, or credited with a definite amount for each afternoon's work, this amount to be used for radio equipment as selected by the boys from stock. Other ways of remuneration will suggest themselves.

Data of the second class—the names of good prospects for radio equipment—may be obtained by furnishing the boys with blanks, arranged for the name and address of the prospect and a statement that the person named is interested in further information on radio sets. In paying the boys for this work, best results have been obtained by paying a flat price per prospect, with a special prize each week to the

boy bringing in the largest number of signed cards.

Given the two classes of names, the store manager has a fine foundation on which to build and speed up radio business. Every name in the first group represents an excellent prospect for improved radio equipment, and each card in the second list is a virtual invitation to make an initial sale.

## Spreading the Radio Idea with a Portable Demonstration Set

Radio sets have marked demonstration advantages over many of the interesting entertainment devices which preceded them. When the stereopticon projector salesman staged a performance he had to bring with him the big red and black tanks of oxygen and hydrogen. For the arc-light projector that came out a little later, the operator had to run his electrical leads and mount a switch and fuse-box.

With radio the problem is simpler, and, within reasonable limits, wherever there's air there are wireless waves to be picked up.

With a good loop-antenna, and a three or four-stage amplifying receiver, a portable wireless telephone set may be assembled that can be set up on a few moments' notice. When the Women's Club, for example, devotes an afternoon or evening to the study of wireless telephony, a portable set makes it possible for the electrical dealer to give the club a practical demonstration that will go far toward popularizing radio in his town.

A little talk by the electrical man may well conclude with a tactfully worded invitation to the club members to visit his store and see the more complete sets in operation.

Church clubs and societies present another fine opportunity for the ad-

vantageous use of the portable receiving set. With religious services and sacred music being broadcasted every Sunday, a particular appeal can be made to church organizations of all kinds.

Other groups before which the portable set can be demonstrated are Y. M. C. A.'s, high school clubs, charity organizations, boards of trade, Rotary Clubs, American Legion Posts, Automobile Clubs, dramatic clubs and choral societies.

Wherever a firm has the men available, it pays to handle the actual installation of radio sets for customers where they desire it. This service should, of course, be charged for at regular rates for the wireman's time. It has been found that where the aerial is put up in a workmanlike manner, and the lead-in wire brought in with care, so that paint and varnish are unmarred, the set so connected makes its new owner feel that a permanent fixture has been added to the equipment of his home.

## Installation Service Starts Customers Right

The owner comes to regard his radio set as something to be maintained in a state of efficiency just as the telephone and the lighting system must be kept in working order. When a battery runs down or audion bulb burns out the owner of the well-put-in sets gets busy at once to have his set put back in working order.

This installation service is not a thing to be forced upon a customer. Where the purchaser shows evident pleasure in planning to hook up his new set then by all means encourage him to do the job himself. But in cases where a man hesitates to buy a receiving set because of the trouble of climbing a flag pole to con-



nect the aerial, the installation service can be used to close the sale.

No dealer can hope to talk regularly to every family in the community served by his store. If he could speak frequently to a representative of each home and convey something of his own enthusiasm for radio entertainment, his sales would jump.

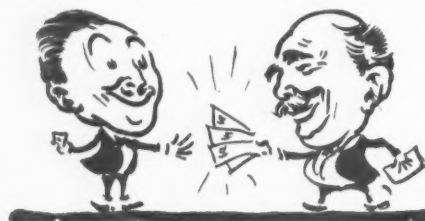
#### Supplying Engraved Cards for Radio Parties

He can, however, do much to help in getting the radio idea before groups of people who will talk about it. One of the ways to do this is to help owners of radio sets to give "radio parties" at which their friends will be entertained with music from the air and enjoy the sensation of dancing to the strains of music being played miles away.

Besides making helpful suggestions on how to conduct such radio parties, the dealer can furnish, at cost, engraved invitations, with spaces left blank for the date and the name of the host or hostess.

#### If There's a Movie Theatre Next Door

There's an electric shop in a middle-western city that is making money on radio sales by virtue of environment. Next door to this shop is a motion picture theatre giving three shows a day. And after each performance, crowds pass the electric shop's front door.



#### How Do You Act in the Presence of Cash?

When a man extends money toward you, do you know how to hold your eyebrows? What to do about Summer Selling? How to put a dozen electric appliances in a dozen homes in four dozen minutes? How to make your July and August sales higher than they ever were before? Unless you can answer every question in the affirmative, read now about

***Electrical Merchandising's  
July and August Business  
Contest on Page 67.***

In a window attractively featuring radio sets, the store manager hung a sign inviting people to come in and hear a demonstration of the "Electric Home Theatre." Inside, a receiving set with a loud-speaker served to introduce dozens of callers to the possibilities of radio as a home entertainer, and the store has added numerous customers to its list in this way.

If there's a movie theatre next door, the electric store man can make a friend of the theatre manager by offering to post a program of his show in the electric store window. In return he can get the theatre to run an advertising slide for him between pictures, telling the audience about the wireless sets for sale next door, and suggesting that they stop in on their way home.

#### Keeping a Radio Bulletin Board in the Store

It doesn't take a statistician to figure out that the oftener a radio owner comes into an electric shop selling radio goods, the more radio goods he will buy. Anything that makes the customer want to drop into the store regularly helps to build up steady sales.

Such an attraction is a radio bulletin board. It is a good plan to mount the board in the rear of the store so that visitors will walk through to see it, and in reading it, will not block up the entrance.

On the board the broadcasting programs should be posted, together with interesting clippings on radio subjects from newspapers and magazines. Newspaper cartoonists are devoting more and more space to radio subjects and clippings of the work of such men as Fontaine Fox, Clare Briggs and R. L. Goldberg always attract interest.

It pays, too, to post items about local amateurs who have picked up distant stations. Such items can be followed with a list of the equipment used by the amateur, and a note telling what such equipment costs in the store.

Reference to the radio bulletin board should be made in the newspaper advertising of the electric store, with an invitation to everyone interested to join the group of regular readers. At least one feature of the board should be changed each day in order to get readers in the habit of dropping in to see it frequently.

Every person who shows interest in radio sets in the electric store is a person whose name is valuable for the mailing list, and it pays to make the slight extra effort necessary to get his name and address.

#### Getting Names of Radio Prospects in the Store

After such a visitor to the store makes a purchase of radio equipment his name can be obtained by explaining to him that a record is being kept of all radio goods sold, so that notices can be sent him of any newly remodeled or improved radio equipment as soon as it is placed on sale.

One western store is getting good results with a radio prospect name collecting plan that involves a combination radio text-book and catalog. When a man shows interest in radio sets, he is told that the firm is giving a copy of its radio book to every customer who fills out the prospect card. Besides having spaces for the name and address, the card shows whether the signer lives in a house or an apartment, and whether his home has electricity.

#### Lending Radio Sets to Merchants in Other Lines

With the widespread interest in radio communications that has grown up all over the country, every piece of radio apparatus has acquired unusual attention-getting qualities. Put a receiving set in the show window of a drug store or a garage or a bakery and every other person who comes along will stop to look.

This condition presents another business promoting opportunity to the radio dealer. By lending radio sets to his business neighbors to add to the interest of their windows he can materially increase the number of people in the community who consider radio as something to be added to their own homes at some future time.

When such pieces of radio apparatus are turned over to drug stores or shoe stores for window display use, the druggist or shoe dealer will be glad to place a card in the window reading:

**"EXHIBITED BY THE  
BLANK ELECTRIC COMPANY"**

Such exhibits help to build up the thought that "this radio business is getting to be universal. We must look into it."

# A Page of Books on Radio

A Selected List of Publications on Radio Covering  
the Subject from the Popular Angle to  
the Technical Viewpoint

**The Principles Underlying Radio Communication.** Prepared by the Bureau of Standards under the direction of the Training Section of the office of the Chief Signal Officer of the Army. 619 pages.

Beginning with the elements of electricity, the book takes up in plain language the construction and operation of batteries, condensers, induction coils, transformers, and electrical measuring instruments. Generating machinery of both A.C. and D.C. types is covered in a concise and clear manner. After covering radio circuits and wave propagation, the text discusses the various types of antennas and direction finders and describes standard apparatus for transmission and reception. Published by U. S. Army Signal Corps, in the Government Printing Office, Washington, D. C.

**Radio Communication**, by John Mills. 210 pages, fully illustrated. A book originally written for men just entering the Signal Corps, and its mathematical treatment requires only a knowledge of algebra. Contains a thorough treatment of the vacuum tube. McGraw-Hill Book Company, New York.

**Principles of Wireless Telegraphy**, by George W. Pierce. 350 pages, 235 illustrations. A sound treatise on the theory, application and construction of wireless telegraph equipment. McGraw-Hill Book Company, New York.

**Wireless Telegraphy**, by A. Frederick Collins. 300 pages, 332 illustrations. A history of wireless telegraphy, with its theory and practice. McGraw-Hill Book Company, New York.

**Principles of Radiotelegraphy**, by Cyril M. Jansky. 242 pages, 179 illustrations. An elementary, modern treatment of wireless telegraphy using only elementary mathematics. McGraw-Hill Book Company, New York.

**Wireless Telegraphy**, by J. Zewneck. 428 pages, 461 illustrations. A translation from the standard German military text, covering subject from physical principles to wireless telephony. McGraw-Hill Book Co., New York.

**Electric Oscillations and Electric Waves**, by George W. Pierce, 527 pages. A technical book on wave propagation, applied to radiotelegraphy, telephony and optics. McGraw-Hill Book Company, New York.

**Wireless Telegraphy and Telephony Simply Explained**, by A. P. Morgan. A popular treatment of the basic principles of radio operation, with much material of particular interest to the experimenter. The Norman W. Henley Publishing Company, New York.

**A. B. C. of Radio**, by Waldemar Kaempffert. 63 pages. Popular and elementary treatment. Martin H. Ray, publisher, New York.

**Radio for Everybody**, by Austin C. Lescarbourea. 328 pages. Takes up radio from layman's point of view. Illustrated from photographs and line

drawings, with many wiring diagrams. Scientific American Publishing Company, New York.

**Amateur Radio**, by Maurice J. Grainger. 158 pages. 150 diagrams. Tells the how and why of wireless from the amateur viewpoint. James A. McCann Company, publisher, New York.

**Construction of Radiophone and Telegraph Receivers for Beginners**, by M. B. Sleeper. Details of radio apparatus building in plain English. The Norman W. Henley Publishing Company, New York.

**Radio Questions and Answers**, by Arthur R. Nilson. 86 pages. Gives questions asked in Government examinations for Radio Operator's License and tells how to answer them. McGraw-Hill Book Co., New York.

**Radio Hook-Ups**, by M. B. Sleeper. Helpful to the amateur who wants to design or build his own set. The Norman W. Henley Publishing Company, New York.

**Radio Telegraphy**, by Alfred Goldsmith. 247 pages. A semi-technical book covering sending and receiving. The Wireless Press, New York.

**The Home Radiophone**, by J. E. Smith, I. R. E., President National Radio Institute. 45 pages. Discusses continuous wave receiving sets, treating briefly the principal parts and their functions. Illustrated with wiring diagrams and half-tones of parts. Published by National Radio Institute, Washington, D. C.

**The Radio Experimenter's Handbook**, by M. B. Sleeper. 138 pages. Takes up in a practical way the problems of the student of experimental work in radio. The Norman W. Henley Publishing Co., New York.

**The Thermionic Vacuum Tube**, by H. J. Van Der Bijl. 391 pages. Discusses thermionic rectification and amplification, and shows how vacuum tubes

operate as oscillation generators, and detectors. McGraw-Hill Book Company, New York.

**The A. B. C. of Vacuum Tubes in Radio Reception**, by E. H. Lewis. 128 pages. Tells about vacuum tubes in detail. The Norman W. Henley Publishing Company, New York.

**The Wireless Experimenter's Manual**, by Elmer E. Bucher. 345 pages. 300 illustrations. Tells how to organize and conduct a radio club and how to set up and use radio apparatus. Wireless Press, New York.

**Radio Guide**. 68 pages. Tells how to enjoy radio at home, and how to build and operate sets. Popular Science Monthly, publisher, New York.

**Radio Receiving for Beginners**, by Snodgrass and Camp. 98 pages. How to select, install and operate radio apparatus. The MacMillan Company, New York.

**Radio Phone Receiving**, by Hausmann, Goldsmith, Hazeltine, Hogan, Morecroft, Canavaciol, Gibson, Hoernel and Pupin. 179 pages. Describes in simple language the methods and apparatus used for reception of radiophone speech and music. Well illustrated. D. Van Nostrand Company, publisher, New York.

**Radio Engineering Principles**, by Henri Lauer and H. L. Brown. 290 pages, 224 illustrations. Covers radio engineering progress during and since the war. Gives full technical information on vacuum tube theory and practice. McGraw-Hill Book Co., New York.

**Construction of New Type Trans-Atlantic Receiving Set**, by M. B. Sleeper. Tells how to arrange sets to listen to high power stations of foreign countries. The Norman W. Henley Publishing Company, New York.

**Elements of Radio Telephony**, by W. C. Ballard. 128 pages. A clear and simple exposition of the principles of radio, by a well-known expert. The book presents a brief, simplified discussion of what happens when messages are sent and received by radio and gives a clear description of the apparatus required to produce these effects and how this apparatus operates. Scientifically accurate, and presents unbiased information for the experimenter. Engagingly readable. McGraw-Hill Book Company, New York.

**"How to Retail Radio,"** by the editors of ELECTRICAL MERCHANDISING. Published by the McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York. 250 pages, with illustrations.

This is the first book on radio merchandising to be published. It contains tested plans and methods and policies for the dealer in radio. The chapters are entitled as follows: What Successful Radio Retailing Requires; Working Policies That Pay; Financing the Radio Department; Choosing a Radio Store Location; Store Equipment and Its Arrangement; What Kind of Radio Stock and

How Much; Where to Look for Radio Customers; How Shall The Dealer Advertise Radio?; Displaying Radio Goods in Window and Store; Training the Store Salesmen to Sell Radio; How to Demonstrate a Radio Set; Installation and Servicing; Hooking Up a Radio Set; Speeding Up Your Radio Sales; How Good Business Records Make for Profits; and, Overhead and Profit and Turnover.



# How Brighter Show Windows Attract More Buyers

Facts to Lay Before Store Owners, Showing That Higher Illumination Can Increase the Pulling Power of Show Windows 24 to 42 Per Cent

By WALTER STURROCK

Illuminating Engineer, National Lamp Works

THOSE who have been interested in the sale of lighting equipment during the past four or five years are fully familiar with the results obtained in industrial plants from the use of intensities of illumination considerably higher than had previously been considered sufficient. Armed with convincing statistics showing what had actually been accomplished with the intelligent use of more light, lighting salesmen have been able to improve greatly

many industrial lighting systems often by simply substituting lamps of higher wattages for those being used. For some time it has also been felt that the effectiveness, or the attracting power, of the display windows in the average retail store could be greatly increased by the use of higher levels of illumination than those now commonly employed.

Through the courtesy of the manager of the Oppenheim-Collins Company's Cleveland store, arrangements

were made to use their two display windows to investigate the extent of the effect of higher levels of illumination upon the attracting power of display windows. These windows are each 21 ft. long and 8 ft. 8 in. deep, with a 10-ft. ceiling height. The lighting equipment in these windows consisted of Mazda C lamps fitted with mirrored-glass show-window reflectors located closed to the ceiling along the front. The outlets in each window were installed on two circuits, having an alternate wiring connection with an equal number of units on each circuit. For this investigation lamps of a different size were installed on each circuit so that two different levels of illumination were obtained in each window.

## Comparing 100 Ft. Candles, 40 Ft. Candles, and 15 Ft. Candles

These tests were made on three successive nights. For the first and third nights, each window was equipped with seven 200-watt Mazda C lamps on circuit No. 1 and seven 300-watt Mazda C lamps on circuit No. 2 (see diagram). With this equipment approximately 100 foot-candles of illumination was obtained when both circuits were used and 40 foot-candles obtained when only circuit No. 2 with the 200-watt lamps was used.

On the second night each window was equipped with four 100-watt and three 75-watt Mazda C lamps on circuit No. 1 and with seven 150-watt Mazda C lamps on circuit No. 2. With this equipment approximately 40 foot-candles was obtained when both circuits were used and 15 foot-candles obtained when only circuit No. 1 was used. Socket extensions were employed with the lower wattage lamps so that approximately the same filament position was obtained in the reflector for each size of lamp.

## RELATIVE DRAWING POWER OF OPPENHEIM COLLINS DISPLAY WINDOWS WITH DIFFERENT LEVELS OF ILLUMINATION\*

(Expressed in terms of number of people stopping to view them.)



AVERAGE INCREASE DUE TO REVERSING THE 15 AND 40 F.C. LEVELS IN THE TWO WINDOWS=49% CHANGE IN EACH WINDOW=24%

AVERAGE INCREASE DUE TO REVERSING THE 40 AND 100 F.C. LEVELS IN THE TWO WINDOWS=37% CHANGE IN EACH WINDOW=18%

INDICATED INCREASE DUE TO CHANGE IN ONE WINDOW 15 TO 100 F.C.=42%

\* 15 F.C. (30 watts per ft. front) 40 F.C. (80 watts per ft. front)  
100 F.C. (200 watts per ft. front)

The window marked A, in the diagram, was trimmed with a very attractive display of light colored apparel in half its area and ladies' hats in the other half. Although the same general trim was kept in each window during the entire test period, there were slight changes made in the display used each night.

The two windows were lighted at different levels of illumination. The persons on the street who stopped in front of each window during the same period of time to look at the display were counted. The levels of illumination were then reversed in the two windows and again those who stopped in front of each window during the same period of time were counted.

#### Counting the People Who Stopped

In keeping the tally of persons who were attracted by display in each window, only those were counted who actually were attracted to such an extent that they either definitely stopped in front of the window, or came close to the plate glass and reduced their rate of travel to a slow walk while looking at the display. Six check tests were made in this manner, continuing for three successive nights, during which time observations were made for three different levels of illumination in

TABLE OF COMPARATIVE COST FOR DIFFERENT LEVELS OF ILLUMINATION IN SHOW WINDOWS AT THE OPPENHEIM-COLLINS & COMPANY

Foot-Candles	Number and Size of Lamps	Energy Cost per 1000 Hours @ 5c per Kw. Hr.	Cost of Lamps	**Total Cost per 1000 Hr.	Approximate Cost per Hr.	Per Cent Drawing Power of Window
15	3—75-watt	\$31.25	\$4.33	\$35.58	3½c	100
40	4—100-watt	70.00	9.44	79.44	8c	124
100	7—300-watt	175.00	23.36	198.36	20c	142

\$2,500 contracts.

\*\* Life of lamp is 1000 hrs.

each window. On the first and third nights the 100 foot-candle level was compared with the 40 foot-candle level of illumination and on the second night the 40 foot-candle level was compared with the 15 foot-candle level.

The results of the investigation are given in the chart, showing the relative drawing power of the windows. The first set of figures was obtained when the window having an ordinary display was lighted to 40 foot-candles and the other window, which had a very attractive display, was lighted at 15 foot-candles. The number of individuals stopping to view them during the same period of time was 152 and 196 respectively. In order to reduce these numbers to a basis for better comparison, it is found in proportion to their ratio, that during the time 100 persons stopped at the window having the very attractive display, 77 individuals stopped at the other one. The next set of data was obtained when

the 40 and 15 foot-candle levels were reversed in the two windows. The change in level of illumination is indicated in the chart by the change in cross hatching of the diagrams.

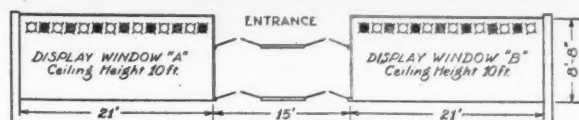
With the 15 foot-candle illumination in the window having the less attractive display, 93 persons stopped to view it, while the other window having 40 foot-candles attracted 149 individuals. By reducing these numbers to a common basis for better comparison it is found, in proportion to their ratio, that 123 persons stopped at the window having the attractive display during the same time that again 77 stopped at the other window. It is therefore to be concluded that the number of individuals stopping to view one of the displays has been increased from 100 to 123 or by 23 per cent due to the reversing of the 15 and 40 foot-candle levels in the two windows.

A second check test using these same levels of illumination as indi-

(Continued on Page 108)



PLAN OF DISPLAY WINDOWS AND LIGHTING EQUIPMENT EMPLOYED FOR THE INVESTIGATION



#### LIGHTING PLAN FOR 1st NIGHT

Circuit No 1 ■ 200 watt clear MAZDA C lamps filled with Mirrored Glass Show Window Reflectors  
Circuit No 2 □ 300 watt clear MAZDA C lamps filled with Mirrored Glass Show Window Reflectors

#### LIGHTING PLAN FOR 2nd NIGHT

Circuit No 1 ■ 75 watt clear MAZDA C lamps filled with Mirrored Glass Show Window Reflectors  
Circuit No 2 □ 150 watt clear MAZDA C lamps filled with Mirrored Glass Show Window Reflectors

#### LIGHTING PLAN FOR 3rd NIGHT

Same as for 1st night



# Take a Mental Inventory of Your Business Every Six Months

By FRANK H. WILLIAMS

**O**F COURSE every electrical merchant or contractor-dealer takes a regular inventory of his store every year. He does this for the purpose of seeing just how he stands, how much his stock of goods has grown or decreased during the year, and how much his taxes are going to be, and so forth.

But the live-wire electrical dealer will not wait until the end of the year to find out whether or not he is making progress. The live wire dealer will take a mental inventory of his business every six months or oftener, for the purpose of seeing just where he is at—whether or not he can do anything to help business along, and for the additional purpose of getting a fresher and firmer grip on the possibilities and responsibilities of his business.

Do you take this sort of a mental inventory every six months, or so, Mr. Dealer? And if you don't, wouldn't it be a good thing for you to do so?

It's a comparatively easy matter to take such an inventory. All that you need to do is to ask yourself some leading questions about your business and yourself and to answer these questions fully and frankly.

And here are some of the questions for you to ask yourself:

**H**OW many new customers have I made for my store during the past six months?

How many "dead" accounts have I reopened?

How many good, regular custom-



What new electrical goods with a popular appeal am I now carrying in my store which I did not carry six months ago?

ers have I lost? What effort have I made to win these customers back? Or have I simply let them go without doing anything special to retain their trade?

What new electrical goods with a popular appeal am I now carrying in my store which I did not carry six months ago?

What am I doing to push these new goods?

How am I pushing my regular lines of goods which I carried six months ago? Am I pushing these regular goods any harder or any more effectually than I did six months ago? If not, why not?

What new things about salesmanship have I learned during the past half year?

How do I make these new things which I have learned about salesmanship help me in making more money out of my business?

\* \* \*

**W**HAT progress has been made by the members of my sales force in salesmanship during this same period?

Have I personally endeavored to impart more information and more help about salesmanship to my sales force during the past six months than I gave to them during the previous six months?

Does my sales force as a whole function more smoothly and effectively than it did six months before?

Has there been a real improvement in all my sales methods and in those of my sales force during this period or are we all doing the same old things in the same old way?

What improvements have I made in the arrangement of my store during the past half year?

Are my goods now arranged more handily and attractively than they used to be?

Is the appearance of my store so much fresher and more attractive than it was six months ago that folks who enter the place involuntarily remark about it?

Have I spent considerable time during the past six months in studying out my store problems of merchandising, delivery, collections, etc., so that I have all these matters in hand better than I ever did before?

Have I also spent considerable time in an effort to make my window displays more successful?

How are my present window displays better, as business-builders, than my window displays were a half year ago?



Where have I fallen down hardest during the past six months? How can I best overcome this trouble during the next six months?

**H**AVE I improved as a writer of good advertising matter during this six months' period?

Is my advertising now definitely better than it was six months ago or is it still just about the same old line of copy?

Have I resolved to make some sure, certain improvements in my advertisements during the coming six months?

How am I going about this task of improving my ads?

Am I engaged in studying electrical merchandise and electrical ads so that I know more about the goods and advertisements?

Or am I just leaving the matter of improving my ads entirely to chance and my desire to have them better?

Do all my store promotion methods now show an improvement over what they were six months ago?

Do I get more out of all the personal house-to-house solicitation done by my employees or myself?

Do I get more out of the direct mail advertising in which I engage from time to time?

Do the demonstrations which are staged at my store now bring in more business than they formerly did?

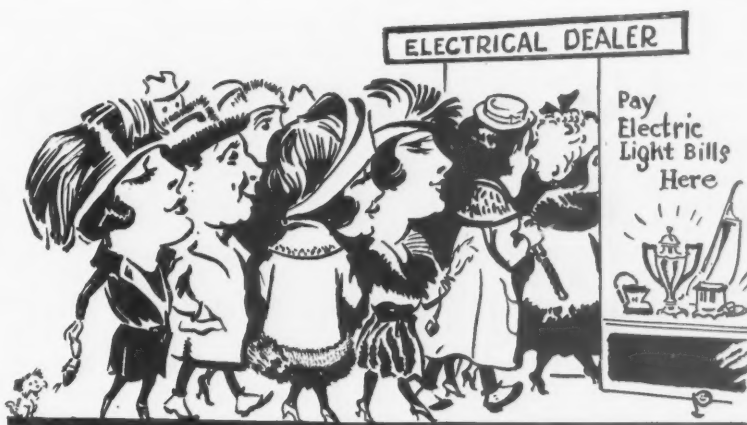
What new forms of store promotion have I started during the past six months which I did not use six months ago?

Am I planning on even more effective promotion work during the next six months or have I gotten into an attitude of mind where I feel like being perfectly content with the promotion work I am doing and not like engaging in anything new?

What more do I know about electrical goods than I did six months ago?

Shouldn't I, as a dealer in electrical goods, learn more about electricity from time to time for the purpose of being better fitted to sell electrical goods?

How have I improved my standing in my own community during the past six months?



*Is the appearance of my store so much fresher and more attractive than it was six months ago that folks who enter the place involuntarily remark about it?*

*Have I set a certain number of new customers as the number I want to bring into the store during this period?  
How will I get these new customers?*

Am I any more active in the Chamber of Commerce of the business men's organizations to which I belong than I was a half year ago?

Wouldn't it be a distinct help to me personally and a real aid to my business to take a more active part in civic affairs than I have been taking?

Have I set a definite goal to shoot for during the next half year period?

Have I set a certain number of new customers as the number I want to bring into the store during this period?

Where have I fallen down hardest during the past six months?

How can I best overcome this trouble during the next six months?

Have I really gone ahead during the past six months or have I slipped backward?

\* \* \*

IT IS always a good thing for an electrical merchant to check up on his activities and his progress. And surely it would be a real help to all electrical goods dealers to ask themselves the above questions and to answer them fully and frankly.

Why don't YOU do so—NOW?

## The Sales Committee of the Westinghouse Electric & Manufacturing Company



The activities of the sales force of the Westinghouse Electric & Manufacturing Company are directed by a committee composed of the heads of various departments of the company, which holds meetings monthly for the discussion of business conditions and sales policies, with H. D. Shute, vice-president in charge of sales, as chairman.

Front row, left to right: John J. Gib-

son, assistant to vice-president, in charge of merchandising and supply Departments; G. Brewer Griffin, manager of automotive equipment department; W. S. Rugg, assistant to vice-president; H. D. Shute, vice-president in charge of sales; E. H. Sniffin, manager of power department; J. C. McQuiston, manager of publicity department.

Back row, left to right: Charles Robbins, assistant to vice president; Roscoe Sey-

bold, secretary of domestic sales committee; J. S. Tritle, manager of merchandising department; D. D. Faris, assistant manager of marine department; T. J. Pace, manager of supply department; W. K. Dunlap, acting vice president; J. M. Curtin, manager of industrial department; M. B. Lambert, manager of railway department; A. A. Brown, manager of syndicate operations at New York.

# Let's Improve the Code—

## Instead of Letting the Code Force Practices Not the Best

How by Ignoring the Bad and Obsolete Rules in the National Electrical Code, the Lighting Companies and Others Have Brought About Progress in the Art of Electrical Construction, So That Even the Code Itself Has Afterward Caught Up With and Incorporated Up-To-Date Methods

By R. S. HALE\*

Chairman of the Wiring Committee of the National Electric Light Association

**B**EST results always come from frank and free discussion. Our central stations occupy a unique position, in that they themselves have no financial interest in the National Electrical Code or the rules. Their interests are in the nature of a trusteeship for their customers and the public.

In the cases where the central stations come directly into contact with the Code, that is, in connection with their own stations or lines, any savings they may make go only to paying a reasonable return on their investment and any further savings must go to reducing the price of electricity to the public.

And, vice versa, if any code or rules should force the central stations to an unreasonable expense this expense will operate to increase the price paid by the public for electricity.

In the cases where the central station does not come directly in contact with the Code as in connection with the wiring in the house or factory, our position as a trustee or judge is still more clear. We want our customers to have the best possible, because the better off our customers are, the more service they will use and the more profits will we make—but we can't benefit until our customers have benefited.

Most groups have from time to time interests in opposition to the public interest, just as the stage coaches had interests opposed to railroads, just as the hand weaver opposed power looms, just as any government bureau or department dislikes to see its importance diminished. I am not criticising any one,

\*From a statement by Mr. Hale (who has charge of the special research department of the Edison Electric Illuminating Company of Boston), made before a conference called by the Western Association of Inspectors at Chicago, April 17.

I am only pointing out that human nature is human nature. But let us hope that the various electrical groups will be big enough and broad minded enough to subordinate the interests of their own businesses to the general good, just as the insurance men often try and diminish fires in spite of the fact that to diminish fires by say one half would force nearly half the insurance men and half the insurance capital out of the fire-insurance business.

The central stations, however, have the unique position that they are not subjected even to temptation to advocate anything in the way of electrical construction, that is not for the interests of their customers and the public. This being so, I may next state what I consider the central-station policy.

### Central Stations Want Best Construction Consistent with Safety, Economy and Efficiency

The central station policy is to advocate in all cases the best electrical construction, due regard being given to requirements of safety, economy and efficiency.

When the Code specifies the best construction, when the list of approved appliances and materials includes the best, and only the best, then there is no conflict.

When, however, the Code fails to include the best, when there is any material or appliance better than those in the approved list, the central station policy is to advocate the best and the central station policy is *not to advocate the Code*, is not to advocate exclusive use of any approved list, whether approved by the underwriters or the manufacturers or any one else, but instead to advocate only the best.

In taking this position we are not

putting ourselves in opposition to any proper use of the Code.

Our position is not in opposition to the Code but our position is that the Code itself should be made as good as possible.

Our aim is to make "best" and "Code" synonymous. To make "best" and "Approved" synonymous.

This ideal, however, will never be attained until civilization is perfect. So long as we are doing better every year and every day, just so long will the Code and the approved list fall short of being 100 per cent perfect. It may be 50 per cent or 80 per cent or 90 per cent but it can never be perfect.

As regards the 50 per cent or 80 per cent or perhaps 90 per cent of the Code that at any given time is the best,—to that extent we advocate the Code.

As regards those items in the Code which are not the best, we believe that the proper procedure is to improve the Code and that it is not proper for us to use, or for us to advise our customers to use, inferior construction merely because the Code calls for inferior construction. Improve the Code instead of letting the Code force something not the best.

An interesting example occurs in the 1920 Code.

In 1918, and before, the Code called for all line wire to be insulated. In spite of this few central stations that put up high voltage lines paid any attention to this rule. If the Code had been obligatory, the 20,000-volt and 60,000-volt and 110,000-volt lines would not have been practicable. To have enforced the code would have cost the public millions of dollars. The central stations paid but little attention to this rule in the cases when it was bad.

Now, however, the Code has been



changed so that it only calls for insulation on the overhead service wire leading to the house.

The code has moved in the direction of good construction.

#### Code's Delay on Grounding Responsible for Many Deaths

Other items where the Code has not been the best will readily occur to you. For a long time the Code forbade grounding. To the extent that the Code delayed grounding, the policy of advocating the Code instead of the central station policy of *advocating the best* was responsible for many deaths.

I am told that for many years the Code forbade metal conduit and thereby delayed its introduction.

The renewable fuse, the insulated joint, the failure of the Code to consider safety to life, in short, every amendment to the Code is a proof that the Code has not been perfect. Does any one seriously claim that the Code is 100 per cent perfect today?

The central stations do not oppose those portions of the Code which call for the best.

Does anyone seriously criticize us when we oppose the portions of the Code which are not the best? What is there sacred in the imperfect portions of the Code which should lead us to advise our customers to do things which are not the safest, most economical and most efficient?

The central station policy is to bring the Code up to the best.

The central-station policy is not to let the Code keep the quality below the best.

Now as to the methods by which quality can be brought up.

#### Why Perpetuate the Bad Things in the Code?

We are definitely opposed to making any code obligatory by law. To make any code obligatory by law, whether the 1900 code or 1910 or 1920 code or 1923 code, would have exactly the effect of mummifying our industry. An obligatory code or any absolute uniform and obligatory interpretation would perpetuate the bad items in the Code. That there are few bad items does not affect this principle.

For our industry to grow it must be free at all times to use the best, irrespective of any particular set of men or the employees of any particular laboratory, or any particular code or book.

It is true that a manufacturer with tools and plant fitted for the 1920 Code would be glad to keep on using those until 1923 or 1933.

It is true that a contractor who is skilled in present methods looks with equanimity on a suggestion that he need not make any change in those methods, on a suggestion that no new competitor shall be allowed to bid against him on something either better or cheaper.

But such a procedure means stagnation. To mummify practice is not the way to get ahead.

#### A Common-Sense Application of the Code

On the other hand to leave the situation free, and for all of us at all times to advocate and use the best, will help steadily to improve the Code.

Instead of laws making the Code and the Approved List obligatory, instead of advising inspectors to require the Code, even when it is inferior, our laws, our advice to inspectors, to contractors, to architects, to purchasing agents, to the public should be as follows:

*Use the best.*

*Here is a Code which on a certain date (1920 now, or 1923 next year) was considered good.*

*Here is a list of material which on certain dates was considered good.*

*We recommend the rules of this Code and the goods in this list as being probably good, but we are not sure whether they are the best.*

*When you find any method of construction better than the Code, when you find any materials or appliances better than those in the list, the law should permit and our advice should be, use the best rather than the Code and rather than the list.*

When we stop and think about it, this policy has been the policy of the industry for many years. The central stations have followed it to a very large extent. Many manufacturers have followed it. Many others have followed it.

#### Many Minds Have Helped in Improving Practice

It is because of this policy, it is because we have tried to improve rather than trying religiously to observe the Code, that our industry has advanced.

The Code as drawn up by the Electrical Committee of the National Fire Protection Association, and the tests made by the Underwriters

Laboratories have been useful guides and servants in improving practice.

There are, however, others, who have contributed both guidance and help. The work of the electrical authorities in Cleveland, in Providence, in Chicago and every city which does not adopt the National Electrical Code literally (and this includes nearly all cities); the work of the Bureau of Standards; the work of the Electrical Testing Laboratories; the work and experiments in foreign countries; the work and experiments of the big manufacturing companies and the smaller manufacturing companies,—these also are guides that have helped improve practice and that will improve the Code next year and in after years.

Let us use them all as guides and servants. Any policy that would make a Code or a list our masters is a policy that will hurt us and hurt the public whom we serve.

#### Shows Pictures of Users' Stores

Pictures of neighborhood drug-stores and other outlying places of business that have been fitted with a certain type of fixtures are being featured in the advertising of the Commonwealth Edison Company of Chicago. The keynote of the campaign is that merchants in different neighborhoods can, after using the service of the company's experts, have their stores so lighted that they will attract the class of trade that buys the better grade of merchandise.



"That's Fine," She Said,  
"Come In!"

He had such nice hair! And besides he brought the wire with him, all ready to pull into those pipe things and make outlets for the fans and the vacuum cleaner. So, when he rang the bell, she turned loose her 500 watt smile of welcome. And, do you know, we heard yesterday that this same wireman's boss is wiring up a whole bunch of houses, right on this block! And he's going strong for a prize in

**Electrical Merchandising's  
Summer Business Contest.**

# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

*believes that:*

**T**HE electrical trade should practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with "convenience outlets," and that their use be promoted by this name; that plugs and receptacles be standardized; that fuses and switches be properly labeled when installed, and fuse blocks be marked with proper sizes of fuses to be used; that dining room tables be wired for operation of table appliances; that fixtures be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience, and that meter-boards be so located that meters can be read without entering the house.

**I**N customers' installations all exposed parts of electrical circuits from which the layman is likely to get a shock should be covered. This means the installation of safety switches, dead-front panels, dead-front receptacles, porcelain sockets and switches in damp places, insulators in pull chains, etc.

(For a complete statement of ELECTRICAL MERCHANDISING'S platform for the electrical industry, see February, 1922, pages 52 and 53.)

## Why Don't We Build Our Houses "Completely Equipped?"

**B**ACK in the days when a continuous run of a hundred miles started a motorist on a three days' brag, they used to quote prices on motor cars with a long string of corollaries. Top, windshield, spare tire, gas headlights, etc., were so much extra. Then the manufacturers learned that by putting a hundred dollars worth of extras on their cars and calling them "completely equipped" they could get \$500 or \$600 more for them.

In our own field the "Home Electric" has proved that the same idea holds. Complete electrical equipment costing hundreds adds thousands of dollars to the market value of a home. Why not use the information, now that we have it, and put houses on the market "completely equipped" with electric washing machine, refrigerator, dishwasher, ironing machine and vacuum cleaner? The first real-estate man in your town to see the light is going to make a lot of money!

## Don't Be Afraid to Sell the Customer What He Needs!

**E**VERY textbook on the psychology of success emphasizes the value of eliminating fear, and perhaps that one idea is worth the price of the volume. Certainly fear has no place in business.

"When a man comes into our shop looking for suitable lighting fixtures," said the manager of a big electric store the other day, "I want him to get the type he really needs. I have told our salesman to put aside the fear of losing a sale and show the customer a model that is good enough to harmonize with the furniture in the room where it is to be used.

"A man buys fixtures once or twice in a life time. Once installed he has to live with them for years. We

try to forget price and emphasize the factor of appropriateness and we don't lose business through the policy."

The same idea applies in the other lines of electrical merchandise for the home. Permanent satisfaction for the customer is the thing to work for. Find out what he really needs—and sell it to him!

## Pitfalls for the Local Association

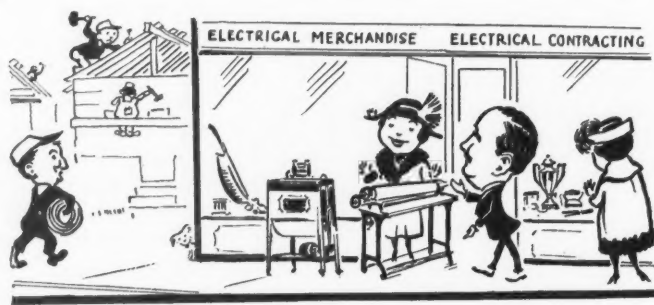
**A**MONG the censorable features of association work in the electrical trade nothing more directly leads to trouble than efforts toward control. There seems to be an idea in some quarters that when a trade group organizes it can immediately, and by circumvention of law, put the bee upon competition, dictate terms to all and sundry, and sit by with an automatic counter to check up the dream-castle returns.

There's nothing in it.

And the reason is because human nature isn't built that way. Some renegade inside the association will break agreements, some department store will see and seize the opportunity for profit, or the public will acquire a combination of wisdom and cold feet and refuse to buy.

What this industry needs is not control but speed. What we need is not trade agreements but the hustle-ability to get out and sell goods.

Forget artificial margins of profit, concentrate upon turnover—and you will make money!



## Radio and the Staple Electrical Lines

**T**HOSE of us whose memories extend back to the pre-prohibition period will recall that smart bartenders, in applying for jobs, were wont to declare themselves teetotalers. The idea being that the dispenser of a commodity over which customers might go crazy should himself keep a level head.

We recommend this thought to electrical dealers who are now ballyhooing radio.

The public has clearly gone crazy on wireless, buying like the proverbial drunken sailor. The resultant influx of easy money is very welcome—goodness knows the trade needs a little honest "velvet" the way things have been going—but the trouble with the radio inebriation is that too many dealers are getting quite as bleary-eyed as their customers. It is time to sober up.

People whose minds are tuned to KDKA and WJZ seem almost to have forgotten that their dirty shirts must be electrically washed, their fixtures relamped and a new cord purchased for the percolator. But the dealer should not forget these practical items. Instead of abandoning his bread-and-butter merchandise in favor of the wireless fad, the wise dealer will utilize that fad as a stepping stone to a larger business in staples.



## Repairs Electric Appliances in Travelling Shop

Louis V. Carli, of Denver, a jack-of-all-trades by occupation and proud of the designation, finds the repairing of electrical appliances a leading source of business, particularly irons and toasters. Carli operates a repair shop on wheels. He calls it the "Travelling Novelty Shop," and it is built on a 1-ton Ford chassis. For his electrical repair work, Carli carries an extensive supply of parts, the number of which constantly grows greater.

The body of the truck is eight feet by six feet. It is 5½ feet high. Along either side, about three and one-half feet from the floor, Carli has work benches. One of these is a foot wide, the other 10 inches. Below the benches are shelves for stock.

In this traveling shop, Carli has equipment for welding and brazing work. He carries brass, copper and aluminum rivets in a range of sizes; screws of various sizes; sheet metal in german silver, copper, brass, galvanized tin, aluminum, and black sheet iron; wire; iron, round, square and flat. There are mechanics' tools of all sorts, and tool grinders.

Carli will at least look over anything in the way of any kind of a repair job. Usually he says he can do it. He duplicates keys, repairs umbrellas, fixes up mechanical pencils, sharpens anything from a pen-knife to a lawn-mower, puts a leg on a kitchen chair, solders a leaking pipe. There are literally thousands of jobs Carli does as he journeys with his shop-on-wheels about Denver.

Naturally, the repairing of electrical appliances is included. Carli says this kind of work is growing rapidly with him, since he has learned to look for it. He says it is astonishing how frequently when an appliance has got out of order the housewife will leave it so for months, making no effort to repair, or perhaps not knowing the repair work would be simple and relatively inexpensive. Electrical toys are often given to him for repair.

Carli digs up a lot of this sort of repair business because he works from house to house. He stops the "Travelling Novelty Shop" in the middle of a block, and goes from house to house. Such part of his day as is not actually spent at repair work is put in soliciting of housewives. Carli averages to travel about 15 miles a day.



## Steve Unslacks the Summer Months

Being a hitherto unpublished letter of a Go-Getter who last summer built new business all up and down Main Street—and is primed for more and better business this season!

SELSOMORE, PA.,  
August 15, 1921.

Dear Jimmy—

Well Jimmy, old condulet—you lost your bet. This isn't poetry Jimmy. It just happened to rime. Which is the way it sounds to me that a whole lot of poetry is written. After I read that poem about the schooner Hesperus I don't wonder she was wrecked.

When you left here to take that job with the Harrington Electric Company in Fusebury I told you I'd get a raise this summer. You said July and August was slack months and that I'd be lucky to get kept on the pay roll. You lose. My voltage went up August 1. July and August are slack for a lot of folks, Jimmy. But not the Boss. He's keeping the old sales curve taut.

Jake Slater the tailor was in here the other day arcing over about how people in this town ought to spend their money here and not buy their stuff in the big city.

"Take you, for example," Jake says to the Boss. "You ought to have me make up a summer suit for you instead of going to the city after it."

"You're dead right, Jake," the Boss comes back. "I'll order a summer suit right now if you'll follow my specifications to the letter."

"Course I will," agreed Jake.

"All right. First its got to be

sewed on an electric sewing machine wherever possible. Second its got to be pressed with an electric iron. Third your tailor must be protected against heat prostration by the use of an electric fan."

"But I ain't got—"

"Of course you haven't. But we'll take them right over now, and while I'm hooking them up for you, you can be measuring me for that suit."

When the Boss was gone I got to thinking about Jake's idea for spending money here at home and I happened to think that our family had been spending money down at Joe Velsor's meat market ever since I can remember. So I went down and told Joe that.

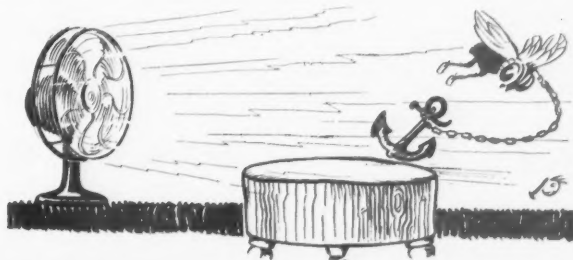
"What's the matter?" says Joe. "Something wrong with my meat?"

"Yes," I says, "there is. We want our hamburger chopped by electricity after this. And if you'd put in a couple of good electric fans those flies couldn't light on those chopping blocks without ten pound anchors. Besides that you need an electric knife sharpener."

And so it was really the butcher that got me my raise. He bought the stuff. When I told the Boss about it he says now that I'm a high salaried salesman I can help him get after everybody else in this town that think's our money ought to be spent here.

Unslackably yours,

STEVE.







## Ideas for the Man Who Sells



### How a Power Salesman Can Invest Odd Minutes

Several great writers have said that a man's future depends upon what he does with his spare time, and it is generally admitted that they were right. It is equally true that the disposition a power salesman makes of those half-hours when he finds himself with no appointments has a direct bearing on his success.

Of course he can drop into the office and read over the sporting page.

However, there are other ways of spending the time. If you followed a first-class power engineer in a manufacturing town as he "killed" a half-hour, he would probably lead you through the employees' gate of a factory. Calling the watchman by his first name he would stroll on inside, speaking to foremen and laborers on familiar terms. You would note that he stopped to chat with the men whose work kept them near steam-driven machinery, and that he seemed much interested in any new work the men were getting out.

Upon inquiry Mr. Salesman would inform you that he is on intimate terms with some ten or fifteen factories; that he knows how their several products are made, where the

*Plans, Schemes and Methods  
Gathered from  
Successful Selling Experience  
to Increase the Sale of  
Electrical Appliances*

goods find their market, and how the raw material situation stands with each one of them. Further, he will tell you that he keeps up to date on these plants by constant visits to them, and that he gets much of his "dope" by being able to talk to the workman on his own plane.

In one of New York State's hustling cities there is a power engineer who works along these lines. One morning while strolling through a steel plant he noticed men working on a steam engine which was direct connected to a rolling mill.

"Did the old boy go bad on you, Bill?" he inquired of one of the men.

"Yep. It's all shot. The boss has ordered a new engine."

"When'll you get it?"

"In two weeks, if they ship by express."

Then Mr. Salesman consulted his note book and hunted up the "boss," who signs his name on letters over the word "Superintendent."

"Too bad that rolling mill of yours is tied up," began the power man, sympathetically.

"Oh, we'll have that in service in a couple of weeks," assured the super.

### A Place to Sell a Motor!

"I was going to offer to get it working in one week, just to show you how motor-drive will work on it."

"Got a motor that will do?"

"Haven't got one that's designed to swing a rolling-mill load, but I can put one in that will do the work."

"Go to it!"

A week later the rolling-mill was running—on electric motor drive. It proved so satisfactory that a special motor was purchased instead of the new steam engine.

When the next steam drive suffered a shut-down a similar motor was installed there, and now Friend Salesman has a calculating eye on steam engine number three!

Most of the power men who use their spare time to dig up new markets and learn more about the business of the men to whom they cater

will assure you that the business which develops from the investment of their odd moments often exceeds the orders that come in the regular course of events. "And besides," says one of these investors of uncharted half-hours, "look how much more we learn about the game."

### Every Electric Iron Circuit Needs a Pilot Lamp

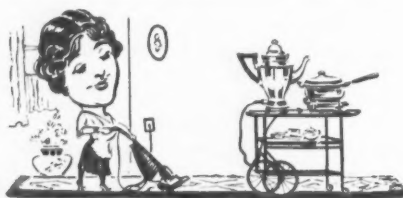


The electric iron is the most universally used electric appliance and deserves a thought now and then for its users' convenience. Every electric iron circuit needs a pilot lamp, either on the face-plate of the outlet, or on the plug. Ask your customers if they can see when their irons are turned on!

### Montreal Will Have Electrical Exhibit for Architects

Believing that co-operation between architects and electrical men is becoming more and more essential, the Electrical Co-operative Association of Quebec, Canada, recently sent out letters to all the architects in the province, offering the co-operation of the association and asking for suggestions on how to bring the two groups closer together.

Even more important, the association is planning to hold periodical, and possibly permanent, exhibits of electrical supplies and accessories, especially for the benefit of architects, which they could conveniently visit to keep informed on the newest developments in the electrical field. The first exhibit will be opened shortly.



### Honestly, Girls, It's Wunnerful!

Of course, Bob and I got the tea wagon for a wedding present. That was in June, you know. And then that Mr. Salesberry down at the Electric Store came in and said he was in some sort of Summer Business Contest and he sold us the electric percolator and chafing dish for the tea wagon, and had a man put in these waist-high outlets for the vacuum cleaner, and everything. And they say that that Salesberry man is going to win a prize in

### Electrical Merchandising's Summer Business Contest

## If You Have No Antenna— Try Your Bedspring or Your Fire-Escape!

It is not at all necessary to be discouraged if you live in the kind of apartment house where the landlord is unalterably opposed to having antennae hung up on the roof. The old, and generally serviceable trick, is to rig your receiving set to your bed-spring, using that as an antenna. If you have a fairly efficient set, or even one of the very small crystal detector outfits, satisfactory results from this hook-up may be expected.

If your bed-spring is not available, you can still use your fire-escape as

an antenna—only first be sure that you scrape the paint clean from the point where you connect with your detector.

## When Your Radio Becomes a Barometer

Many experienced radio enthusiasts are able to predict, with a fair degree of accuracy, the advent of cloudy or rainy weather. When the "static" in the air is particularly heavy, which is evidenced by a loud hissing sound in your receivers, you may be quite sure that bad weather is close at hand. This may be observed on small crystal sets as well as on more elaborate apparatus.

## A Batteryless Radio Set Using 60-Cycle Current for Filaments and Plates

The Bureau of Standards of the Department of Commerce has developed in an experimental way a radio receiving set in which the usual batteries are eliminated, and the source of energy supply is instead the ordinary electric lamp socket. The apparatus is an amplifier, which constitutes a receiving set when used with a simple tuner. It may be used with any type of antenna, i.e., with the ordinary elevated-wire antenna, a coil antenna, or special forms of antenna. For more details see the July Journal of the American Institute of Electrical Engineers.

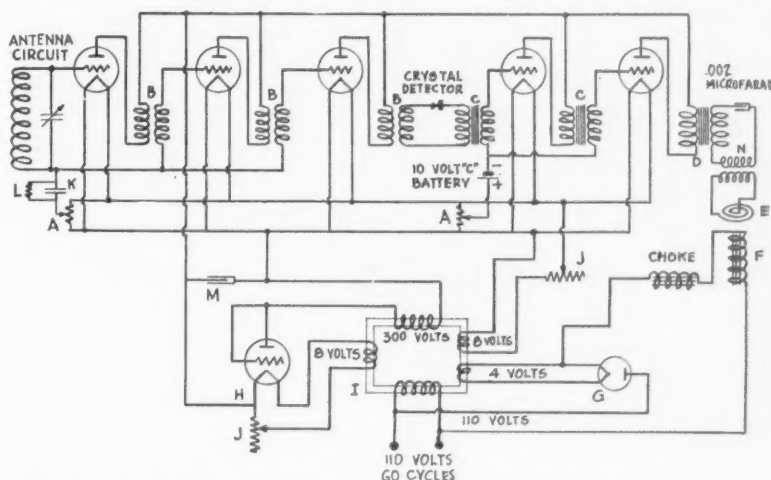
The storage battery ordinarily required to light the filaments of the electron tubes is a drawback to the general use of radio sets. The battery must be charged from time to time, it is bulky and heavy, and the acid in it is a source of danger and damage in a household. In this amplifier both the filament storage battery and the dry battery used in the plate circuit are replaced by a special transformer and an electron-tube rectifier and accessories, the aggregate bulk and weight of which is less than that of the batteries. It uses a small 10-volt dry battery in the grid circuit which is required to deliver only a very small current and should have a life practically equal to the life of the battery if not used at all, i.e., at least several months. In order to reduce the hum of the alternating current, there are more adjustments to make than in the ordinary amplifier supplied from batteries.

ever, plus the cost of the usually necessary battery charging apparatus, generally exceeds any other item, even in an elaborate amplifying outfit.

A few details of the amplifier which utilizes 60-cycle current supply for both the filaments and plates of the electron tubes, are as follows. This amplifier has three radio-frequency stages and two audio-frequency stages, and uses a crystal detector. Sixty-cycle current when used in an ordinary amplifier circuit introduces a strong 60-cycle note in the telephone receivers and makes reception impossible. In this set, such noise has been practically eliminated by the balancing resistances, grid condensers and special grid leaks of comparatively low resistance, telephone transformer in the output circuit, and use of crystal detector instead of electron tube detector.

In the final form of the present amplifier, there is only a slight residual hum which is not objectionable. The amplification obtained with a.c. supply was as good as that obtained with the same amplifier used with d.c. supply. The complete outfit is compact and portable. The amplifier as constructed operated most satisfactorily for wave lengths from 200 to 750 meters. This range was determined by the working range of the radio-frequency transformers used. By using suitable radio-frequency transformers, this range can be extended to receive any radio waves.

## A Radio Receiving Set That Requires No Battery



This five-stage amplifier uses a crystal detector and 60-cycle alternating current to supply power for the filaments and plates. *A* balancing resistance; *B* radio frequency transformers; *C* audio frequency; *D* telephone transformer; *E* armature of loud-speaker; *G* tungar rectifier; *H* plate voltage rectifier; *I* power transformer; *J* filament rheostats; *K* condenser, .002 microfarad; *L* leak resistance, 2 megohms; *M* smoothing condenser, 10 microfarads; *N* step-down transformer for loud-speaker.





## Hints for the Contractor



*Ideas on  
Estimating, Stock Keeping,  
Shop and Construction Methods,  
Repairs and Maintenance,  
and Collections*

### An Interesting and Sound Financial Statement

Here is an electrical dealer's financial statement for 1921, which recently reached *Electrical Merchandising* and is interesting in the following respects:

First: the ratio of current assets to current liabilities is better than two to one. This is a bully good showing for a specialty business. Another interesting point is that under Current Assets, the investment in merchandise is very low—\$2,624.02.

Second: Permanent Assets are at a minimum. This man is not spending his money in buying fancy automobiles, furniture or tools.

Third: On the liability side he has set up a reserve for bad accounts, which is what the average electrical dealer fails to do.

Here is a business that made money in 1921, a year that was the hardest in the history of all retail and specialty selling and the profit made on the investment was better than 33½ per cent.

Who says the electrical business has no possibilities for a real business man who has sales enthusiasm and sales ability? As applied to this particular business the slogan, "Watch us grow in 1922" is in our judgment more than a slogan—it is a sound prediction!

#### BLANK ELECTRIC COMPANY FINANCIAL STATEMENT, DEC. 31, 1921

<b>Current Assets:</b>		<b>\$20,389.40</b>
Cash on hand.....	\$240.22	
Cash in bank.....	703.52	
Notes receivable.....	1,063.25	
Accts. receivable.....	15,738.39	
Merchandise.....	2,624.02	
<b>Investments:</b>		<b>100.62</b>
Stocks and bonds.....	100.62	
<b>Permanent Assets:</b>		<b>903.33</b>
Automobile.....	418.72	
Furniture and fixtures.....	466.94	
Tools.....	17.67	
<b>Working Assets:</b>		<b>83.59</b>
Stationery.....	83.59	
<b>Total Resources:</b>		<b>\$21,476.94</b>
<b>Current Liabilities:</b>		<b>\$9,901.22</b>
Accts. Pay-Mdse.....	2,798.63	
Accts. Pay-Furn.....	125.22	
Notes Payable.....	6,977.37	
<b>Deferred Credits:</b>		<b>314.77</b>
Reserve bad accts.....	314.77	
<b>Net Worth:</b>		<b>11,260.95</b>
Investment.....	8,468.00	
Profit 1921.....	3,104.78	
Owner—per account.....	311.83	

"WATCH US GROW"  
1-9-2-2

Total Liabilities: \$21,476.94

### Changing Over the Non-Standard Receptacles

When a home is equipped with old-fashioned, non-standard receptacles, the use of adapters is an easy, though unsatisfactory way to remedy the situation. But the right way to do the job is to replace the old equipment with modern outlets.

Whenever a customer for any reason wants non-standard receptacles

or non-standard plugs, the central-station appliance department, or the dealer, or whoever, is asked to sell him these non-standard devices should take the opportunity to arrange for some contractor to give him an estimate as to the cost of changing all the non-standard receptacles in his house to standard.

This should be an exceedingly valuable opportunity for contractors, since in connection with changing the old non-standard receptacles they will usually find an opportunity to sell new wiring for new receptacles in places where it will be convenient to use toasters, percolators, vacuum cleaners, irons, etc., etc.

### Have a Poster Showing the Standard Plug

Until practically all the old non-standard receptacles in a town have been changed to standard it will probably pay various contractors and central station appliance departments to have signs or posters in their shops showing the standard plugs and the standard receptacles and announcing that they will not sell anythink non-standard except by special request, and calling the attention of all the people who visit that shop to the importance of changing all their receptacles to the standard type.

A contractor who will specialize on this work of changing non-standard receptacles to standard will get a lot of small jobs which will be profitable in themselves and which in many cases should lead to much larger jobs.

### Memorize Five Customers Every Day

Believing that regular customers of a retail establishment appreciate the compliment of being recognized by the salesclerk and greeted by name, and that such evidence of interest leads to a substantial increase of sales, the Hutzler Brothers department store of Baltimore is urging its employees to "memorize" five customers regularly every day.

"Practice on the faces of the customers you know. Make it a rule that you are going to learn five new names every day and you will be



### Enlisting "Ouija's" Aid in Boosting Fan Sales

Queens Borough Gas & Electricity Company,  
Far Rockaway, N. Y.

Anything that is holding popular interest at the moment makes a good subject to tie in with your window displays. When the Ouija board supplanted the League of Nations as a topic of discussion last year, we decided to put on a Ouija fan window and worked it out as follows:

In the center of the window a figure of a woman knelt before a Ouija board on a low table. A card gave the question, "Ouija, is it going to be hot this summer?" The pointer of the board was tied with an elastic band to a tack just above the word "yes" near the board. The opposite end of the pointer was tied with catgut to an oscillating fan at one side. Thus, when the fan oscillated away from the board the Ouija pointer was drawn down to the end of the board. When the fan oscillated toward the board the pointer slowly worked over to the word "yes."

Unusual hangings and a rug of Oriental design and fan campaign posters completed the display. To sustain interest, the card signs were changed daily, the Ouija woman asking if her husband was going to buy her a fan, etc. The display, moreover, has the advantage of being used for any appliance, from an electric iron to a radiant heater.



surprised to see how soon you will know all the regular customers," the Hutzler sales force has been told. "You will find that by doing this you will soon have more regular customers, too."

The firm is developing this idea to a greater extent than merely having the salesclerks address the customer by name, however. Employees of the Hutzler establishment are being encouraged to go even further and make it their business to be able to recall little details about the customer's previous purchases, her tastes, prejudices, and attitude toward prices—*The Postscript*.

## Do You Hire a Carpenter to Help On Old-House Wiring?

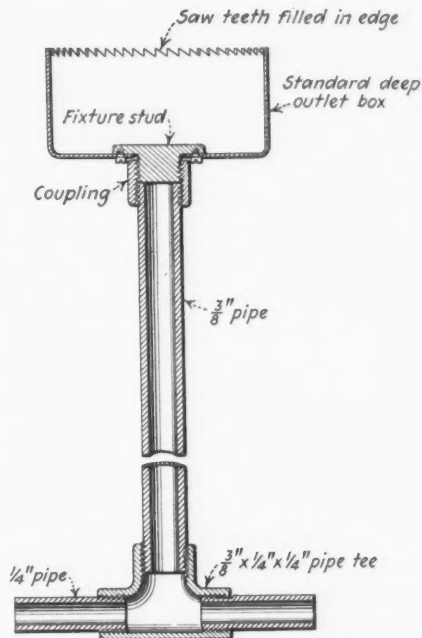
BY WILLIAM SHERIFF JONES

The wiring of an old house is a job which requires advance preparation if the work is to be carried on—and terminated—with profit to the contractor and to the full satisfaction of the customer. For no job, no matter how much money you may make on it, will be of profit if the customer is dissatisfied.

The men put on this class of work should be, primarily, expert carpenters who thoroughly understand building construction. Every precaution should be taken to reduce, to a minimum, inconveniences to the occupant while the work is underway and its completion should be expedited in every way possible. When the contractor has a fairly large organization, the work should be carried on in the following order:

(a) Foreman calls with plans of the proposed layout and marks the location of outlet, switch and cut-out boxes and the floor boards to be taken up. A circular cardboard, with thumb-tack in its center, can be used for locating fixture outlets and a similar card-board, only square or oblong in shape, can be used at proposed switch or cutout box locations. The type and size of box to be used at the particular location can be readily indicated on the cardboard. Floor boards, which are to be removed, should be marked with a colored pencil showing clearly the exact length to be taken up.

(b) Carpenter calls and brings covered trash containers; one to be placed on each floor of the building. He takes up all marked floor boards



A standard outlet box rigged up as a plaster cutter. It consists of a deep box with saw teeth filed in its edge, a fixture stud, several short lengths of pipe and a pipe "tee." The use of this device will save considerable time. It does not loosen the plaster around the outside of the outlet box and therefore avoids a lot of damage to the plaster wall and eliminates the debris which occurs with the usual methods of removing the plaster.

and replaces them so that they can be quickly loosened. For this class of work the shallow "dishpan" type of box is usually used and it is set with its back to the lath. The carpenter cuts and removes the plaster so that the boxes may be properly set in. All bits of wood, sawdust and plaster is then cleaned up and placed in the containers, previously mentioned. The accompanying illustration shows a standard outlet box

rigged up as a plaster cutter. It consists of a deep box with saw teeth filed in its edge, a fixture stud, several short lengths of pipe and a pipe "tee." The use of this device will save considerable time. It does not loosen the plaster around the outside of the outlet box and therefore avoids a lot of damage to the plaster wall and eliminates the debris which occurs with the usual methods of removing the plaster.

## Muss Goes into Trash Containers

(c) Wireman installs all wiring complete ready for the fixture installation and places all bits of wire, insulation, solder and tape, or other mess made by him, in the trash containers. He replaces all floors temporarily.

(d) Carpenter returns and restores floors and walls to their original condition and takes debris containers away with him unless contractor also has the fixture work.

If the contractor has any amount of old-house wiring, or hopes to have, the procedure outlined will be found to be cheaper than the usual practise of letting the wireman do it all. Occasionally we find a wireman who is also a good carpenter but this man is rare and the average \$8 wireman is worth about \$1.25 per day as a carpenter. If you have not sufficient work to keep the carpenter busy, get the work. Every job done by the method described will bring three more!

## Drive On, Ice Man, Drive On!

BY C. L. FUNNELL



Chew on, thou husky roughneck, chew!  
Or swear or dance or sing:  
Our domicile is rid of you,  
Your ice—and everything!

No more your massive hoofs shall lay  
A trail upon our floor  
Of sand and mud and loam and clay;  
No more—we said—no more.

Henceforth your flopping rubber robe  
Shall flop and rub outside  
Our humble halls; and each microbe  
You've brought us shall have died.

Knight of the tongs: Gaze up and  
bow—  
Your parting manner don!  
Our icebox is electric now.  
Drive On, Ice Man, Drive On!

Reprinted from *Electrical Merchandising*, July, 1919.



## A Radio Market for Old Light Plant Batteries

BY JOHN T. BARTLETT

Down in the basement of the store of the Lalley-Whitmore Electric Company, Denver, were a bunch of old light plant batteries, obsolete. Some had been used a little for demonstrating; others hadn't been used at all. They took up room, and they weren't pleasant things to look at, to the extent that they didn't even faintly call up visions of cash money.

The radio boom gave Mr. Whitmore an idea. He took count of stock of the batteries, put the collection in shape, and then listed, on the regular monthly price list the company distributes by mail and to store visitors, a radio battery, price \$12.50—"Rebuilt 3-cell, 6-volt, 115-ampere hour battery."

The demand which developed turned into money the obsolete stock.

## Brighter Show Windows Attract More Buyers

(Continued from page 97)

cated by the diagrams on the chart showed an increase of 76 per cent by reversing the windows. The average increase therefore is 49 per cent or the change in each window is roughly about 24 per cent.\* In a similar manner the average increase due to reversing the 40 and 100 foot-candle levels of illumination in the two windows is found to be 37 per cent or a change in each window of approximately 18 per cent. The increase which would be due to a change in illumination from 15 to 100 foot-candles would then be approximately  $24 + 18$  or 42 per cent.

## Increasing Intensity from 15 to 100 Ft. Candles Added 42 per Cent to Drawing Power

The results as given in the chart show, therefore, that for the six check tests made on the two display windows at the Oppenheim-Collins

\*Obtained by dividing total increase by two. A more accurate method for obtaining the change in each window would have been to extract the square root of 1.49 which is 1.23 or a 23 per cent change. Like wise, the change in each window when the 40 and 100 foot-candle levels are reversed would be the square root of 1.37 which is 1.17 or 17 per cent. Then it would follow that the increase due to a change from 15 to 100 foot-candles would be  $1.23 \times 1.17 = 1.44$  or 44 per cent. It will be noted that the difference in the results obtained by this method and the simpler method used above is very small.

Company's Cleveland store, increasing the illumination in these windows from 15 to 100 foot-candles increased the relative effectiveness of the windows at night by an average of 42 per cent. Of this total increase 24 per cent was obtained when the illumination was increased from 15 to 40 foot-candles and 18 per cent when increased again from 40 to 100 foot-candles. The tests were made between the hours of seven and eleven on three different nights, during which time approximately 10,000 people passed the store with an average of one in six stopping to look at one or both windows. It is of interest to note that the relative increase in attractiveness was greater each night during the late evening test period. This seems to indicate that the drawing power of the higher levels of illumination to those on the street between the hours of nine and eleven was greater than to those on the street between the hours of seven and nine.

That higher levels of illumination in show windows have an added drawing power over lower levels has long been the belief of many store managers. However, it has not previously been known to what extent

this drawing power actually depends upon the illumination and so there has been no means of determining whether or not a commercial establishment gets a maximum return from its show windows. Higher levels of illumination cost more, and in order to justify their use they must increase the value of the display area. In the table of comparison costs, a contrast is made between the approximate cost of illumination and the corresponding attractiveness of the Oppenheim-Collins Company's windows. If it is assumed, as has been estimated by several of the larger merchants, that with a 40 foot-candle level of illumination a window of this size and location in Cleveland is responsible for about \$100 per hour in merchandise sales, it then follows that with 100 foot-candles the sales should be increased to \$118 per hour. From this table it is seen that for an increase in cost of from 8 to 20c., or for 12c. more, per hour, the sales increase is \$18. From this figure, the remarkable effect of higher levels of illumination in increasing the attracting power of a display window can be readily presented in terms of actual dollars and cents profit.

# Record of Lighting Fixture Patents

Issued from May 2 to May 23, 1922

Compiled by NORMAN MACBETH  
Consulting Illuminating Engineer, New York

## Design Patents

The following are ALL the Design Patents pertaining to lighting materials issued by the U. S. Patent Office, from May 2, to May 23, 1922, inclusive:

60,925. Lighting Bulb. Charles A. Campbell, New York, N. Y. Filed Sept. 22, 1921. Issued May 2, 1922. Term of patent seven years.

60,944. Street Lamp. Justus F. NePage, Seattle, Wash. Filed Aug. 5, 1921. Issued May 9, 1922. Term of patent three and one-half years.

60,950. Lamp. Harry A. Best, Chicago, Ill., assignor of one-half to H. A. Best Lamp Company, Chicago, Ill. Filed Aug. 19, 1921. Issued May 16, 1922. Term of patent three and one-half years.

60,959. Lighting-Fixture Arm. Louis Levine, Brooklyn, N. Y. Filed Aug. 25, 1921. Issued May 16, 1922. Term of patent seven years.

60,964. Lighting Fixture. Roscoe C. Pfeager, Cleveland, Ohio, assignor to Benjamin F. Klein, Cleveland, Ohio. Filed June 22, 1921. Issued May 16, 1922. Term of patent three and one-half years.

60,975-76. Arm for Lighting Fixtures. Michael B. Bowen, Decatur, Ill., assignor to Faries Manufacturing Company, Decatur, Ill., a corporation of Illinois. Filed Oct. 14, 1921. Issued May 23, 1922. Term of patent seven years.

60,981-84. Lighting Fixtures. Thure Dahl, New York, N. Y., assignor to Lightolier Company, a corporation of New York. Filed Dec. 30, 1920. Issued May 23, 1922. Term of patent seven, and three and one-half years, respectively.

60,994-96. Chandelier. Frederick Max Pritz, New York, N. Y., assignor to Star Chan-

delier Company, Inc., New York, a corporation of New York. Filed Aug. 12, 1921. Issued May 23, 1922. Term of patent three and one-half years.

## Mechanical Patents

1,414,627. Suspension Device for Globes and Reflectors for Indirect and Concentrated Lighting. Otto Paul Cramer, Geneva, Switzerland. Filed July 5, 1921. Issued May 2, 1922.

1,414,906. Lamp-Lock Guard. Charles W. Trulock, Los Angeles, Cal. Filed April 23, 1921. Issued May 2, 1922.

1,415,065. Lighting-Fixture Cleaning Device. Edwin D. Tillson, Chicago, Ill., assignor to Associated Engineers Company, Chicago, Ill., a corporation of Illinois. Filed April 19, 1920. Issued May 9, 1922.

1,415,136. Lamp Shade and Process of Making. Adam Ziska, Jr., Milwaukee, Wis., assignor to George W. Ziska, Chicago, Ill. Filed July 15, 1921. Issued May 9, 1922.

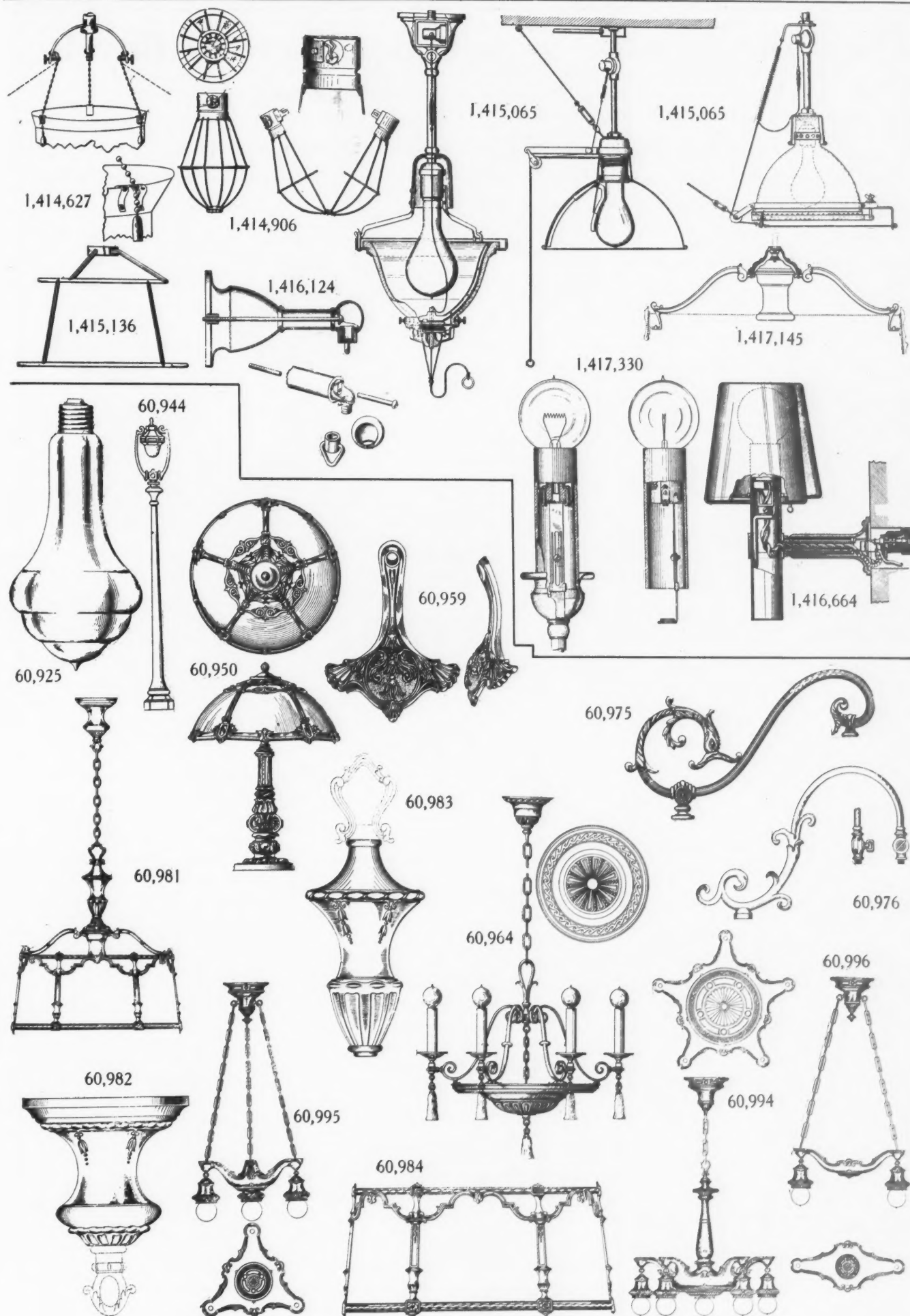
1,416,124. Electric Light Fixture. Paul J. Pfeifer, Cleveland, Ohio, assignor to The Virden Company, Cleveland, Ohio. Filed July 11, 1921. Issued May 16, 1922.

1,416,664. Lighting Fixture. Marquette A. Healy and Walter I. Kirk, Chicago, Ill., assignors to Lyon & Healy, Chicago, Ill., a corporation of Illinois. Filed May 15, 1919. Issued May 16, 1922.

1,417,145. Lighting Fixture. Thure Dahl, New York, N. Y., assignor to Lightolier Company, a corporation of New York. Filed Feb. 15, 1921. Issued May 23, 1922.

1,417,330. Electric-Candle-Lighting Fixture. Walter R. Kahns, Brooklyn, N. Y., assignor to J. H. White Manufacturing Company, Brooklyn, N. Y., a corporation of New York. Filed April 20, 1921. Issued May 23, 1922.





Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

# New Merchandise to Sell and Where to Buy It

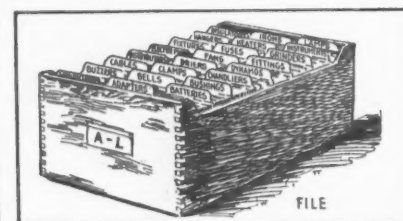
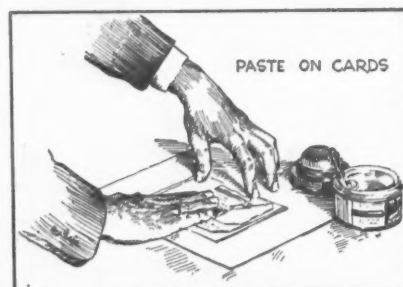
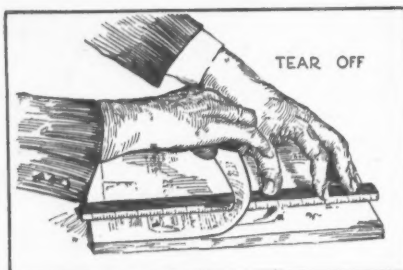
*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

**Including Many New Appliances for the Home Electrical**

## How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

## Multiple Socket De- vices of Simplified Construction

*Electrical Merchandising,  
July, 1922*

The first of a series of six multiple-socket attachment devices, based on an entirely new principle of design and construction, under the trade name of "Bi-Lites," is now offered by the Betts Electric & Manufacturing Corporation, 342 Madison Avenue, New York City.

The No. 90 Bi-Lite is shown in the accompanying illustration, and the manufacturer claims nine exclusive and distinctive features:

1. Made of Bakelite.
2. No porcelain parts.
3. No brass shells.
4. No soldered or internal connections of any kind.
5. Conductors of single flat bronze stampings.
6. Spring contacts at every contact.
7. Lightest device made.
8. Fewest number of parts—five only.
9. Guaranteed by printed statement on container by manufacturer to consumer.

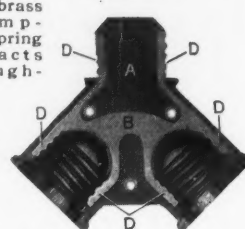
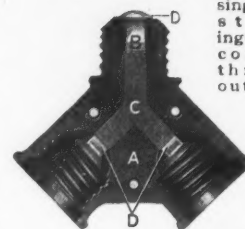
The improved design should eliminate push troubles which in the older types of multiple sockets have been due to (1) broken porcelains caused by rough handling in shipment and carelessness on the part of the consumer; (2) loosening of brass shells and attendant open circuits caused by strain of heater cords, also failure to hold plugs in position against center contact due to oversize and worn shell; (3) open and

## No. 90 Bi-Lite

There are no brass shells, no soldered connections, no porcelain parts



Brass conductors are single brass stampings. Spring contacts through-out.



A. Bakelite housings.  
B. Conductors.

C. Insulator between conductors.  
D. Spring contacts.

short circuits caused by current overload on internal soldered connections; (4) lack of spring contact at center of plug and socket, which causes arcing in sockets where plugs back off due to movement caused by heater cords.

Bi-Lite No. 90 is packed in individual boxes, 10 to the carton, which is of the Tinsley patent self-selling type. The color scheme is white, orange and black.

A booklet describing six types of Bi-Lite, all on the same principle of construction, is being distributed by the manufacturer.

## Decorative Pull Cords for Wall Switches

*Electrical Merchandising, July, 1922*

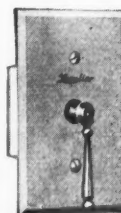
Wall switches can at last be made a really harmonizing part of the decorative plan of a room, with the new ribbon and tassel pulls devised by the McGill Manufacturing Company, 26 Oak Street, Valparaiso, Ind.

Starting with the familiar flush wall switches, a lever was devised for this which needs just a flip in any direction to turn the lights on or off. Thus, if the hands are filled with packages, a push upward on the lever with the arm or elbow will do the trick.

Then, the levers were slotted to re-

ceive a tasseled pull chain, or a short silk rope with tassel and rosette. These tassels and ropes may be had in several colors, to match the room—mulberry, old gold, blue, rose, ecru, wisteria and taupe. And finally, in order that the flush switches might be placed near the ceiling, the same tassel-ropes were made in longer lengths, the top rosette concealing the lever entirely, to give the effect of the old-fashioned bell rope.

This innovation definitely places the hitherto purely utilitarian wall switches in the decorative plan of any room.



## Plural Plug Receiving Any Type of Shade Holder

*Electrical Merchandising, July, 1922*

The "Hemco Tach-Lite," a new-shaped plural plug, is now being offered for sale by George Richards & Company, 557 West Monroe Street, Chicago. It is sold in conjunction with the "Hemco Twin-Lite" plug.

The "Tach-Lite" plug embodies a number of new utility features. Any type shade holder can be attached to it. The screw-type shade holder is screwed on to the threaded end of the plug. The clamp type shade holder is fastened directly above the threaded end of the plug.

As for its mechanical features, it is molded in one piece of condense; will not crush; and it is not affected by moisture nor will it soften while burning a nitrogen lamp.





### Ceiling Light for Offices or Homes

*Electrical Merchandising, July, 1922*

A new lighting fixture for office buildings or homes, the "Villa-Ray-Lite," which is primarily a two-piece glass unit consisting of a globe and a shade, is being offered by G. E. Villaret, 1652 University Avenue, New York City.

The object of the peculiar shape of the fixture is to diffuse the light in all directions and yet overcome glare. In operation the light from the bulb passes directly through the upper part of globe and is deflected upward by the inwardly-tapering part of the shade. Illuminating the ceiling, the light is reflected to the walls, the light rays meeting the light which is diffused through the lower portion of the globe, resulting in a shadowless illumination of the room.

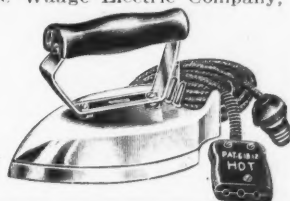
The glass is white for commercial use, and decorated or tinted for residences.



### Three-Heat Electric Iron

*Electrical Merchandising, July, 1922*

The new triple-heat, 6 1/2 lb. iron made by the Waage Electric Company, 12-14



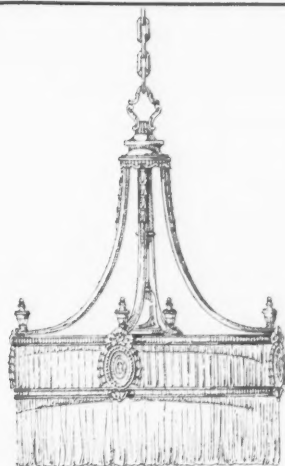
So. Jefferson street, Chicago, has a graceful sharp narrow point so that ruffles and children's clothes may be easily ironed. The base has a large ironing surface designed to precise dimensions. The iron is heavily plated and highly finished.

On hot heat it does the heaviest work, such as linen table cloths, bed spreads, etc. On medium heat, it does the work of an ordinary 6-lb. iron and has just the right heat for general ironing, such as starched wearing apparel. On low heat, it does the work of a 3-lb. iron, adapted to the ironing of silks and delicate fabrics.

### Dining Room Ceiling Light

*Electrical Merchandising, July, 1922*

A new ceiling light of simple and graceful design, intended for dining rooms and libraries, is being offered by Bauman & Loeb, 138 Bowery, New York City. The fixture is of solid brass, with a long-fringed, double-skirted silk shade of any color. It is circular in shape and has a 24-in. spread.

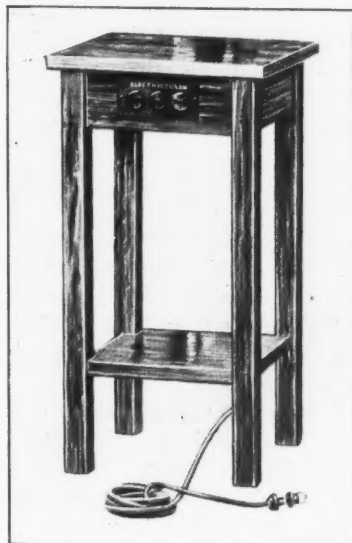


### Electric Dishwasher

*Electrical Merchandising, July, 1922*

The new model of the "Conover" electric dishwasher, offered by the Conover Manufacturing Company, 154 Whiting Street, Chicago, is circular in shape and has a spiral dasher in the bottom, which, whirling at high speed, dashes a seething torrent of hot, sudsy water on the dishes.

The machine is said to be self-cleansing, and never has to be scoured. And the smooth surfaces leave no place for food to lodge.



### Small, Portable, Wired Table

*Electrical Merchandising, July, 1922*

"Electric Susan" is her name—and this silent, handy maid-servant stands ready to offer service wherever that service is most needed at the moment—at the dining table, on the porch, in the living room or in the bedroom.

You can't put too many little tables in a home, as far as a woman is concerned. She'll find a dozen uses for every one of them. And when she finds a little table that, wherever it goes, has three handy outlets into which she can plug anything from percolator to vacuum cleaner, her joy in it will be complete. Such a table is "Susan." Made with a mahogany top and lower shelf, it is just large enough to hold the electrical table appliances, if the housewife desires. She will keep it at her side at the dining table, or find it equally useful on the porch.

The C. B. Worthen Company, Cleveland, Ohio, is offering the table in two designs, complete with wiring—one with a single central carved leg, the other as shown in the illustration.

### Electric Iron with Attachment Receptacle on Side

*Electrical Merchandising, July, 1922*

Even the best-behaved irons, it is said, find a way to get into trouble if one doesn't keep a wary eye on the trailing cord—especially if that cord is attached to an end of the iron, as is usually the rule.

Now an iron has been placed on the market which receives the cord laterally—through a receptacle placed squarely on the side of iron, to hold the cord safely out of the way and away from the user. That it may always be in that position, whether the user be left-handed or right-handed, the iron is made double-pointed and works in either direction.

Called the "Gem" and weighing 6 lb., the iron is made by the Johnson Company, 420 West Chicago Avenue, Chicago.



### Waffle and Pancake Iron

*Electrical Merchandising, July, 1922*

Either waffles or pancakes may be made on the new combination table stove offered by the Majestic Electric Development Company, San Francisco, Cal. The little stove is circular in shape, the top being hinged to the bottom and lifted by a handle.

When the grids for waffles are not being used, the iron is simply turned over and the other fl. is used for pancakes. In that case the top half folds back and rests on the handle, which may be turned down, to form a handy warming plate for the pancakes when finished, or a stand for utensils.

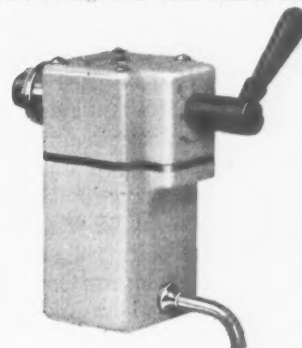
### Instantaneous Electric Hot-Water Faucet

*Electrical Merchandising, July, 1922*

An instantaneous water heater attached to the water pipe just like an ordinary faucet and designed to take the place of it, is being made by the Hygrotherm Company, Racine, Wis.

The outer shell of the device is made of high tension white porcelain, said not to heat even during constant use. The handle lever controls both the waterflow and the current. One, two and three turns to the left change the water from cold to hot.

The faucet is connected to any electric circuit of correct voltage (alternating current only) by means of a wall plug, which, however, need not be removed, owing to a dual faucet control.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.



## Sales Helps for the Dealer



### A Baedeker of Better Lighting for the Woman Who Buys Fixtures

Notwithstanding all that has been said and written on good lighting in the home, the average woman who starts out to re-fixturing her home still finds herself in a maze of misunderstanding and doubt. This is because her knowledge has been picked up piecemeal, so to speak, in the absence of any text which could give her in brief and compact form a clear understanding of the fundamental principles of good lighting.

Such a booklet is now being issued by the Lighting Fixture Dealers Society of America, under the title, "Lighting Suggestions for the Home."

The booklet is one of brief paragraphs separated by pen-and-ink sketches of all the types of good lights—ceiling lights, wall brackets, portable lamps and candlesticks. Starting with the porch and ending with the bathroom, the pages serve as a complete and simplified guide to the principles of good lighting. Condensed as far as condensation is possible, they nevertheless give the woman who buys, everything she wants to know. For example:

"All lamps in the dining room should be shielded from the eyes by shades. Central unit should provide good light for the table top and soft general illumination for the entire room. With the direct lighting single unit (illustrated) the distance from floor to bottom of shade should be approximately 54 in., so that most of the light will be directed to the table. Bulb should be located high in shade so as to be concealed from the view of the diners. A 100-watt all-frosted lamp is recommended. For direct lighting and candle units (illustrated) mount fixtures so that lowest point is approximately 60 inches above floor. A 75-watt clear lamp may be used in the central socket; on each candle arm use a 25-watt all frosted round bulb shielded with shade. The candles and the central socket may be wired on separate circuits to provide variety in the lighting."

*Show Window, Counter,  
Mail Advertising and  
Specialty Aids  
Which Manufacturers Offer to  
Help You Get More Trade*

Any quantity of these booklets may be had, with the dealer's own imprint, at the cost of printing, on application to the Society, Hotel Statler, Cleveland, Ohio.

### New Film Tells Story of the Versatile Motor

A whimsical but impressive motion picture is "The Busybody," made by the General Electric Company to visualize the manufacture and application of its small motors.

Just as a spectacular stage ensemble is built up, the various parts of the motor make their appearance on the screen, and take up their positions, until the stage is filled. When the whole company is assembled, the individuals are pointed out and introduced by name and function. As soon as they are thus identified, they step out and fit themselves into the machine. When the motor is completely assembled, it stalks solemnly to the japanning room, climbs into a kettle and then out again to the bake oven, whence it emerges ready to give a lifetime's service in some power appliance.



The "Busybody" at one of its pleasantest tasks—from the film of that name recently produced by the General Electric Company to show the construction and versatility of the small motor.

From this point, the film takes on a more practical aspect and shows some of the uses of small motors as embodied in a vacuum cleaner, vibrator, hair clipper, egg beater, sewing machine, and other appliances in operation.

### A New Series of Booklets on Better Lighting

In a series of attractive little twelve-page booklets, suitable for envelope stuffers and counter use, the Mitchell Vance Company, 503-511 West Twenty-fourth Street, New York, is offering some very practical suggestions for illumination improvement.

In one of this series, entitled "Better Lighting for Better Office-Work," the subject is introduced with a talk on the relation of lighting conditions to fatigue and eye strain. Half-tone illustrations show the interior of a well-lighted office and a typical lighting unit.

Stressing the importance of good lighting in schools, the booklet on "The Light for Children's Eyes" is one that will have wide appeal for parents.

Another booklet in the series carries the title: "Better Light Means Bigger Sales" and takes up the problem of store lighting. Half-tone illustrations are included which show well lighted interiors of a department store, a candy store and a furniture and carpet emporium.

### Making It Easy to Sell the Dishwasher

"Is there any danger of breakage with the dishwasher?"

"Will the dishwasher crack fine cut glass?"

"Will your machine wash cooking dishes?"

"Is the machine hard to keep clean?"

Such are a few of the questions which, with their answers, make a helpful selling aid of the booklet entitled "Washing Your Dishes," issued by the Walker Brothers Company, Syracuse, N. Y.

Just because dishwashing is the meanest household drudgery of them all, the electric dishwasher should be one of the easiest appliances of all to sell, and the Walker company is demonstrating its faith in the idea by putting out an elaborate and comprehensive series of selling helps and publicity material. The booklet from



which the above questions are quoted has an attractive art cover in gray, and blue-and-white illustrations. Other sales helps in the same series are:

Three envelope folders, entitled "The Best Thing in My Kitchen," "Ten Minutes Once a Day," "Getting Along Without a Maid"; an envelope folder for circularizing cafeterias, schools, etc., interested in the larger dishwashers, and a sales manual entitled "Selling the Walker." A new series of newspaper electros and ad cuts is also being supplied.

### Do You Want to Take a Summer Course in Demonstrating?

Believing that many manufacturers would gladly use the services of trained home economic women as demonstrators provided they have had the necessary preparation, the Chautauqua Summer Schools, Chautauqua, N. Y., are offering a course

this summer in "Commercial Demonstrations." The course will cover the following topics: Openings, and applying for a position; qualifications necessary; cooking demonstrations; food shows and expositions; salesmanship. Lectures will be given by representatives of various commercial firms, under the direction of Mrs. Harriet C. Emmons, field editor of *Modern Priscilla*. The course is from July 3 to August 12, but late registration is possible. Demonstration of electrical labor-savers will be part of the course.

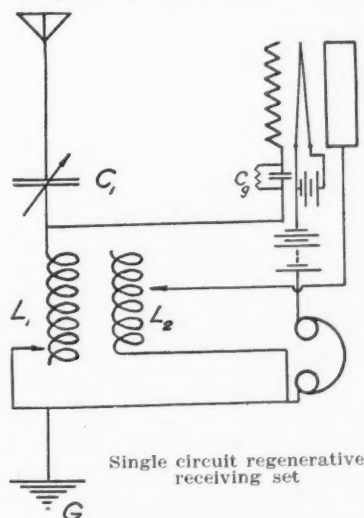
The Allen-Bradley Company, Milwaukee, Wis., manufacturing electric controlling apparatus, has issued a new bulletin on its filament control for adjusting radio vacuum tube filament current. Another bulletin gives some helpful suggestions on automobile battery charging and describes the company's battery charging panels for direct current circuits.

### Two Radio Hook-Ups for Regenerative Receiving Circuits

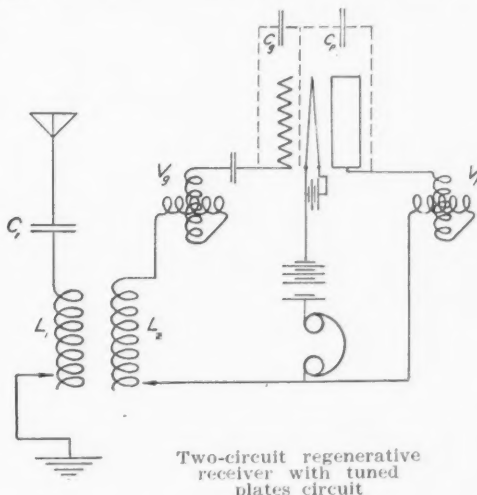
Complete circuit diagrams for all the standard radio hook-ups are given in the new book "Elements of Radio Telephony" by W. C. Ballard of Cornell University, just published by the McGraw-Hill Book Company, New York. The single-circuit hook-up is shown at the left where from the antenna the circuit passes through a variable condenser  $C_1$  down through the variable inductance coil  $L_1$  to the ground.

Tuning may be accomplished by varying either the condenser  $C_1$  or the inductance coil  $L_1$ . The coil  $L_2$  is connected in the plate

ting or until the tube starts oscillating. The test for oscillation is made by touching the grid connection of the tube with the finger; if only a single click is heard in the phones either upon touching the contact or on removing the finger, the indication is that the tube is not oscillating, if however a double click is heard, that is, a sound both upon making and breaking the contact with finger, and if these two clicks are of about equal intensity, it is an indication that the tube is oscillating. In adjusting the antenna circuit to tune there will usu-



Single circuit regenerative receiving set



Two-circuit regenerative receiver with tuned plates circuit

circuit and is arranged so that its effect on coil  $L_1$  in the grid circuit may be varied. The right-hand circuit shows a receiver which has attained wide popularity in advanced amateur circles. Maximum regeneration is produced when the grid circuit is tuned to the same wave length as the plate circuit. If the capacity between grid and filament of the tube is the same as that between filament and plate then the inductance of the coil  $V_g$  plus the inductance of the secondary  $L_p$  of the coupler should be equal to the inductance of the coil  $V_p$ . This type of set is rather complicated to tune, and different operators prefer different procedures. One scheme is to adjust the two variometers to approximately the same set-

ally be two points at which a click will be heard in the telephones, due to the fact that as the antenna circuit comes nearer to the proper adjustment it absorbs more and more energy from the oscillating circuit until oscillations are finally stopped. If the antenna adjustment is continued, a point will be reached where oscillations start again, giving a second click. The point midway between the two settings at which clicks occur is the proper adjustment for the antenna. The coupling between antenna and tube circuit should now be reduced to the point where oscillations commence again, and then slightly increased until oscillations stop. This will give the best point for radio telephone reception.

### The Story of Victor Toothaker

Most people are interested in knowing about the lives and personalities of the men who wrought the treasures they buy for their homes. So the Charles V. Daiger Company, 34 Columbus Avenue, Boston, with this idea in mind, is issuing a little pamphlet on the life and work of the man whose products the Daiger company is marketing—Victor Toothaker, designer and maker of wrought-iron lighting fixtures. Mr. Toothaker was the son of a village blacksmith in Arizona, and the pamphlet recounts the growth of his interest in artistic wrought-iron work until today, when the Toothaker "lighting furniture" shops stand upon an acre of land within a short distance of the famous Roycroft Shops, East Aurora, N. Y.

The Pioneer Radio Corporation, 206 Broadway, New York City, has in preparation a complete *Radio Buyer's Guide*, to serve as a comprehensive directory of the radio field.

### Gerade Swope—Super-Salesman

(Continued from page 70.)

practice and much travel. His personal capacity for straight thinking and tireless work, his passion for thoroughness and his ability to inspire and stimulate men will bring a quickening impulse to that great organization that will react to the benefit of the entire industry.

The electrical industry is passing steadily out of its era of engineering predominance into its commercial era and its greater opportunity for universal service, with the elements of engineering and commercial work more definitely co-related in the common purpose. The General Electric Company by the election of Mr. Swope as its president has given recognition to this fact officially, and it should be a matter of encouragement to all electrical men. A period of great commercial expansion is ahead and it is good to have such a great commercial genius at the head of our biggest electrical organization. He may be expected to exert a constructive influence toward the harmonizing of some of the conflicting interests and policies of our big and little manufacturers, that we may weave the cross-threads of our industry into a closer, smoother fabric.



### Motor Generator

*Electrical Merchandising, July, 1922*

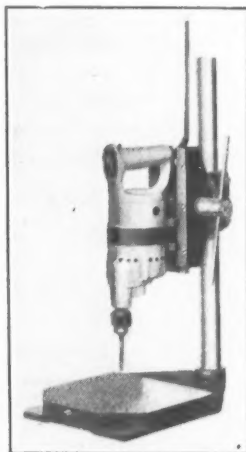
A direct-connected motor generator mounted on a hardwood base has recently been developed by the Wald Electric Manufacturing Company, 248 North Tenth Street, Brooklyn, N. Y. It has an automatic cutout which disconnects the battery circuit as soon as the motor is disconnected from the line, thereby eliminating the danger of discharging the battery through the generator in case the current supplying the motor for any reason fails. This outfit is intended for charging radio and other storage batteries at the rate of from three to eight amperes.

### Lighting Unit

*Electrical Merchandising, July, 1922*

An enclosing unit with an attractive decoration is one of the latest offerings of Gill Brothers Company, Steubenville, Ohio.

"Sunburst" units are sold either plain or decorated, and are made in three sizes. They are intended for school lighting as well as for all forms of commercial lighting. "NuAcemelite" glass, which is specially adapted to modern high powered lamps and produces a soft, soothing, even illumination, is used in the manufacture of these lamps.



### Electric Drill With Numerous Attachments

*Electrical Merchandising, July, 1922*

Starting with the idea that the "Hole Shooter," its electric portable drill, could be adapted to many other uses in addition to the drilling of holes, the A. H. Petersen Manufacturing Company of Milwaukee, Wis., has developed a number of unusual attachments designed to make this tool a whole "machine shop of usefulness."

Practically all these attachments have been designed for the home, garage and service station, and industrial plants. There is, for example, a radial portable drill press stand; a battery terminal opener; end bristle wire brushes of various grades and sizes which are useful in removing carbon from cylinder heads, burnishing work, removing paint and varnish, etc.; a commutator saw-wheel on a flexible shaft; rotary taper files; special emery grinding wheels; special buffers, which are used to excellent advantage in simonizing bodies as well as for ordinary buffing work.

### Radio Receiving Set

*Electrical Merchandising, July, 1922*

The Cutting & Washington Radio Corporation, 35 Water Street, New York City, a subsidiary of the Independent Wireless Telegraph Company, Inc., has recently perfected two new radio telephone receivers. A feature of these receivers is that many heretofore necessary and critical adjustments have been eliminated, thus assuring easier operation by persons with no technical knowledge.

The "Type C&W 11" regenerative receiver and two-stage amplifier will not only detect faint signals from distant points but amplifies them to such volume that connection to a "loud speaker" or phonograph is possible and an entire group may "listen in."

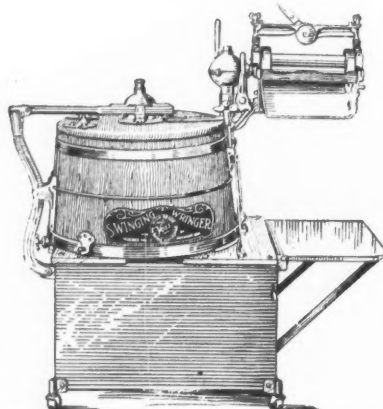
For the beginner the company offers its receiver "C&W type 12," a simple, single-circuit, regenerative receiver.

### Receiving Set and Amplifier

*Electrical Merchandising, July, 1922*

Simplicity of operation, clearness of tone, and absence of distortion were the objects sought in designing the "Pan-Audio" receiver, type 102, and the three-step amplifier, type CF-3, of the Wireless Appliance Corporation, 513-515 Sixth Avenue, New York City.

The cabinets are of solid mahogany; the panels of bakelite; and unsightly wiring is concealed. A diagram of connections accompanies each outfit, showing connections to be made for wave lengths up to 5,000 meters.



### Electric Clothes Washer

*Electrical Merchandising, July, 1922*

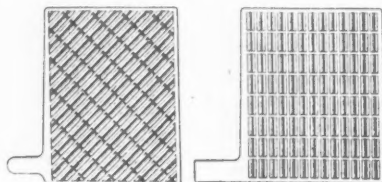
The new swinging-wringer clothes washer made by the Voss Brothers Manufacturing Company, Davenport, Iowa, may be had in two models—the electric-peg dasher and the electric-vacuum dasher types.

The driving mechanism, consisting of a cut gear transmission and flat belt drive, is enclosed in a heavy steel safety cabinet. The wood parts are finished in their natural wood color, the metal parts in battleship gray.

### Storage Battery Plates

*Electrical Merchandising, July, 1922*

With the idea of furthering the "make your own battery" idea, the MacLite Storage Battery Company, 400 MacLite Building, Clarendon Street, Boston, Mass., has decided to offer for separate sale the plates used in its own batteries. Unusual endurance is claimed for these plates. A franchise will be granted to one manufacturer or assembler in each city to supply them with plates for manufacturing and selling batteries under their own names.

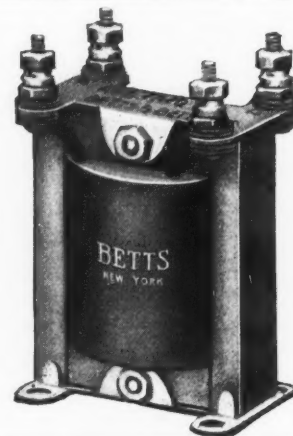


### Audio Frequency Transformer

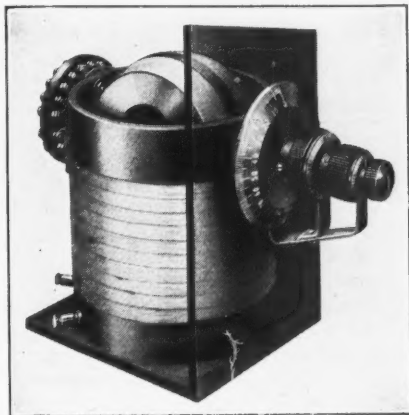
*Electrical Merchandising, July, 1922*

Small, compact and neat in appearance are the new "B & B" audio frequency transformers made by Betts & Betts, 645 West Forty-third Street, New York City. All parts are of polished nickel plate.

Vacuum tube sockets and variometers are also part of the new line of radio apparatus made by the same company.



What's new on the market? These pages will tell you. ➡



### Radio Variocoupler

*Electrical Merchandising, July, 1922*

A feature of the new "Selector" variocoupler offered by the Norris Electric Specialties Company, Inc., 126 Liberty Street, New York City, is that the selective tuning is all self-contained within the device itself. This is accomplished by means of a selective contact switch, so inserted into the variocoupler that its control in this position is in the same alignment with the rotating means of the rotor section of the variocoupler.

Another point is that, to help eliminate static disturbances, the leads or wires running from the taps on the stator of the coupler are reduced to a minimum. This feature greatly simplifies the installation problem of the radio amateur. The selective switches are installed and there is only one hole to be drilled in the surface of the panel, and the four binding posts are installed in the stator of the variocoupler, their presence and position suggesting their use—so that only four wires have to be run instead of the usual twenty-five or thirty.

### Adapter for Radio-Phonographs

*Electrical Merchandising, July, 1922*

To transform a phonograph into a radio loud speaker without impairing it for record use, the Doubleday-Hill Electric Company, 719 Liberty Avenue,

Pittsburgh, Pa., is offering "Adaptone."

This is a connection cap designed to fit over the reproducer end of the tone arm of the phonograph, and threaded to screw on a Baldwin or Stromberg-Carlson receiver connecting the radio receiver with the phonograph. The sound is then thrown out through the tone arm and sound box.

### Electric Window Advertising Device

*Electrical Merchandising, July, 1922*

Seen in a show window, it is a box (about 40 in. sq.) which revolves at short intervals, showing one advertising face at a time to the street. It is bright, luminous, and translucent, and across the advertising copy passes continuously a blazing fire wave motion effect.

This effect is caused by a reflecting screen motor inside the box, with curiously shaped translucent aluminum wings, which, in motion give the wave-like effect on the box screen. A propeller fan attached to the top of the frame causes the box to revolve about every 15 seconds. It is driven by the momentum of the interior reflecting rotor screen motor, which revolves independently.

The device is being offered by the Gritt Company, 2220 Almont Street, Indianapolis, Ind.



### Portable Stereopticon

*Electrical Merchandising, July, 1922*

Especially designed for use in schools, churches, lodges, sales organizations, and clubs is the portable "Victor" stereopticon made by the Victor Animatograph Company, Davenport, Iowa.

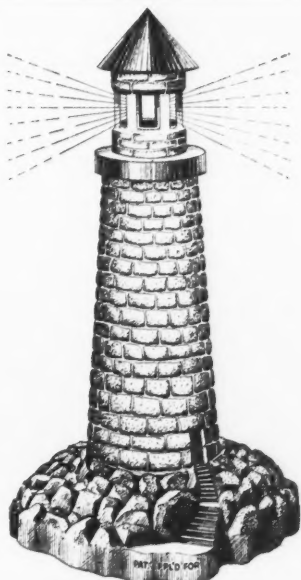
This model is made of aluminum, and uses a Mazda-nitrogen lamp. Setting up requires merely inserting the globe in the lamp house, attaching the carrier and projection lens, and connecting to an electric outlet.

Lenses are provided to give various sizes of pictures 12 ft. wide, or smaller, at any distance, 20 to 100 ft. from the screen.

### Lighthouse Lamp

*Electrical Merchandising, July, 1922*

The Miller Lighting Appliance Shop of 39 Willoughby street, Brooklyn, N. Y., has placed on the market a new portable lamp in the form of an exact reproduction of a lighthouse, as a practical ornament for library, den, mantel shelf, porch or newel post. It is made of white metal finished in natural colors, and is twelve in. high with a 6-in. base. The lamp is wired complete with candelabra, socket and bulb.

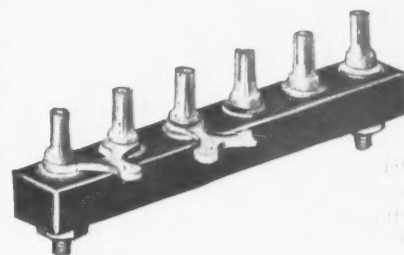


### Combination Jointer and Saw Bench

*Electrical Merchandising, July, 1922*

For the wood-worker, the Union Machine Company of Grand Rapids, Mich., is offering a single portable unit combining a 6-in. jointer and universal saw bench. It is built for use either on a bench or mounted on a stand. Both machines are driven from one motor.

The motor is carried on a swingable base, the bottom of which is connected by a rod, with a belt-tightening turn-buckle, to the lever-handle on the front of the saw base.



### Radio Telephone Connectors

*Electrical Merchandising, July, 1922*

Doing away with all telephone jacks and plugs, the new "Regal" telephone connectors offered by the American Specialty Manufacturing Company, 145-165 Holland Avenue, Bridgeport, Conn., consist of six spring cord tip sockets, with two connecting switches, permitting one, two or three telephones to be brought in as desired.

The device is ready for mounting on a panel, or it can be used unmounted as series connector for extra telephones from amplifier, etc.

### Electric Utility Machine

*Electrical Merchandising, July, 1922*

For the farmer, mechanic or jeweler who has grinding or buffing to do, the "Crescent" electric utility machine has been developed by the Columbia Manufacturing Company, Belleville, Ill. These machines are mounted on stands and have 1/2 hp. single phase A.C. current, 60-cycle, 110 or 220 volt being interchangeable. They are equipped with ball bearings and entirely inclosed in a dust-proof case.

### Paint and Varnish Sprayer

*Electrical Merchandising, July, 1922*

To save much of the labor of various painting, varnishing and spraying operations, W. N. Matthews & Brothers, St. Louis, Mo., are bringing out a line of electrical sprayers with a handy pistol grip. Enameling wicker furniture, painting walls, furniture, artificial flowers, in fact anything from heavy machinery to dolls' heads, are the jobs the new sprayer can perform.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card





## Gossip of the Trade



*Glimpses of  
Electrical Men at Work,  
at Play, and in Convention—  
as Caught by  
Lens and Pencil*

### Illuminating Engineering Society's New Officers

The Illuminating Engineering Society has elected officers for the fiscal year 1922-1923 as follows: Ward Harrison president; George H. Harries and George S. Crampton, junior past presidents; F. M. Feiker, William J. Drisko, Otis L. Johnson and G. Bert-ram Regar, vice-presidents; Samuel G. Hibben, general secretary; Louis B. Marks, treasurer; F. C. Caldwell, A. D. Curtis, P. S. Millar, Adolph Hertz, Walton Forstall, Frank S. Price, F. R. Barnitz, Clarence L. Law and A. L. Powell, directors.

New York Section officers are: A. L. Powell, chairman; James E. Buckley, secretary; Robert B. Burton, J. R. Feniman, A. M. Perry, H. A. Sinclair, George Strahan managers. Philadelphia Section: Howard Lyon, chairman; H. Calvert, secretary; H. B. Anderson, C. E. Clewell, Merritt C. Huse, J. B. Kelley and W. E. Saunders, managers. New England Section: Roy R. Burnham, chairman; C. A. Strong, secretary; Walter V. Batson, Julius Daniels, J. A. Toohey and L. T. Troland, managers. Chicago Section: A. L. Arenberg, chairman; F. A. Rogers, secretary; J. H. Allen, W. T. Blackwell, F. A. Delay, F. Lee Farmer and J. J. Kirk, managers.

### Fixture Dealers Society Committees

The Lighting Fixture Dealers Society of America has appointed the following committee chairmen: Finance, H. I. Sackett; merchandise, W. L. Collins; policy and ethics, J. C. English; educational, J. A. A. Hamilton; membership, F. W. Burdof; Illuminating Engineering Society, J. L. Wolf; constitution and by-laws, H. I. Sackett.

Secretary J. L. Wolf has purchased brass membership certificates and will forward one to each member in good standing. The certificate adopted is a perpetual one and provides for changing the date of expiration of membership.

Harold E. Johnson is the new vice-president of the Standard Electric Sales Company of Chicago. Mr. Johnson had formerly been connected with the Commonwealth Edison Company of Chicago, the American Electrical Heater Company of Detroit as Southern representative and with the Geyser Washing Machine Company as sales manager.

The Rome Wire Company has purchased all of the equipment and inventory of the Toledo Enameled Wire Products Company of Toledo, Ohio, and intends to install this equipment in its main plant at Rome, N. Y. The Toledo Enameled Wire Products Company during its period of operation earned a high reputation for the quality of its product, which consisted mostly of large and intermediate sizes of enameled and cotton covered wire.

Johns-Manville Inc., and the Johns-Pratt Company of Hartford, Conn., announce to the trade that hereafter each company will manufacture and market its respective products separately. For many years Johns-Manville Inc. has acted as exclusive selling agent for the various products manufactured by the Johns-Pratt Company. "Owing to changing business conditions in the electrical trade," reads a joint announcement, "both companies have mutually decided to manufacture and market their respective products separately."

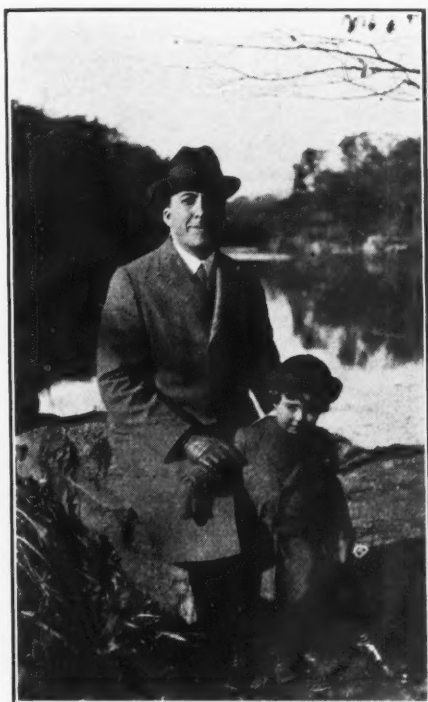


H. B. Kirkland, who has just removed his headquarters to Hartford, Conn., as vice-president and general sales manager of the American Wiremold Company, is here snapped at Hot Springs, Va., in earnest converse with his old friend of early days in the electrical business, Arnold H. Friend of the M. B. Austin Company. In fact, Mr. Friend has been with the Austin Company ever since Mr. Kirkland started to travel for the Circular Loom Company—"away back in the dark ages."

The Albert Wahle Company, Inc., has been organized with headquarters at 224 Fifth Avenue, New York City, to design, supervise production and merchandise through electrical supply jobbers, certain specially designed lighting fixtures to be made by a number of fixture manufacturers. Albert Wahle is president, Fred Schwartz is vice-president, Herman M. Schwartz, secretary and treasurer, and Jack Price, formerly of the Western Electric Company, is sales manager. The new company will merchandise through jobbers appointed as its distributors for specific territories and will bring to these distributors a complete line that will be designed to meet the general requirements of the trade and public. Such distributors will be supplied with necessary sales helps, catalogs, pamphlets, trade advertising to the dealer, etc., as well as the personal services of the Wahle company's representative. Distributors will be required to stock the complete group of lighting fixtures in commensurate quantities so that they will be in a position to serve their dealers and properly represent the various factories and the new company in their respective territories. Through quantity production and marketing, dealers will be enabled to obtain, at reasonable prices, a complete line of high-quality fixtures produced by foremost manufacturers. Pamphlets for general mailing purposes are being prepared, as well as a complete set of catalogs and booklets of all the lines, which will be ready shortly for the use of distributors and dealers.

The Zwerling Electric Laboratory of San Francisco, Cal., announces that it is now located in new quarters at 784 McAllister Street, between Octavia and Gough Streets.

W. M. Rosborough has become a member of the Society for Electrical Development's field force and will devote his energies toward maintaining a more intimate contact between the S. E. D. and all of the interests in the broad field of illumination—central-station lighting departments, lamp manufacturers, fixture manufacturers, fixture jobbers, glassware manufacturers, fixture dealers and contractors. Mr. Rosborough brings to the Society a broad experience in engineering and sales work. With the exception of two years service as an officer of the Tank Corps of the U. S. Army, his work since graduation from the Technical School of South Carolina in 1908 has been along engineering sales and advertising lines connected with the field of electrical illumination. For 8 years, Mr. Rosborough was connected with the National Lamp Works.



Stanley A. Dennis, who for four years has been associate editor of *Electrical Merchandising*, has resigned that position and his connection with the McGraw-Hill Company, in order to locate in Chicago and develop certain editorial and other work in which he is interested. Mr. Dennis will devote part of his time as editor of *Electrical Retailing*, published by the Rodger Publishing Company, Chicago. He has also accepted editorial assignment from several business papers in New York and Chicago. Prompted by his interest and investigations in distribution, especially in the electrical industry, he plans also to assist a number of manufacturers in making extended marketing surveys, and perhaps to develop his own organization of marketing surveyors. To his new work Mr. Dennis carries an extended and specialized knowledge of merchandising problems, gained while he was director of the Bureau of Business Standards of the A. W. Shaw Company, publishers of *System and Factory*, and during his four years with *Electrical Merchandising*. Since March of this year Mr. Dennis has devoted his entire time to the compilation and preparation of *Electrical Merchandising's* new book on "How to Retail Radio."

J. E. Wilson, who for a number of years has been general secretary of the Massachusetts State Association of Electrical Contractors and Dealers, has severed his connection with that association. Mr. Wilson plans to take a vacation during the month of July and on his return, August 1, will open an office as a manufacturers' agent in room 114A at his former address, 263 Summer St., Boston. Mr. Wilson, who has a large acquaintance throughout New England electrical circles, is seeking additional lines to represent in the vicinity of Boston.

Charles L. Funnell has resigned from the editorial staff of *Electrical Merchandising* to join the organization of D. O. Haynes & Company, 3 Park Place, New York City, publishers of *Pharmaceutical Era*, *Drug Trade Weekly*, and *Soda Fountain*. Mr. Funnell has been a contributor of much clever verse and prose writing to *Electrical Merchandising* during the years he has been connected with the paper, at different periods since 1916.

## Improved Business Conditions Reflected in Electrical Credit Association's Report of Delinquent Accounts

The accompanying table shows the number of delinquent accounts reported during May, 1922, to offices of the National Electric Credit Association by member electrical companies, together with the total amounts

and the average amounts of the delinquencies. For purposes of comparison, the figures for May, 1921, and for the preceding months of April, 1921 and 1922, are also listed:

	Number of Delinquent Accounts	Total Amount	Average Amount		Number of Delinquent Accounts	Total Amount	Average Amount
Central Division				Philadelphia			
April 1921	736	\$112,022.14	152.20	April 1921	237	38,281.45	161.52
April 1922	799	87,991.88	110.13	April 1922	232	34,454.70	148.51
May 1921	827	123,807.68	149.79	May 1921	214	26,185.63	122.36
May 1922	746	84,048.53	112.66	May 1922	236	22,175.99	93.97
New York				New England			
April 1921	374	54,303.00	145.00	May 1921	119	11,964.00	100.60
April 1922	460	56,616.00	123.00	May 1922	108	7,909.93	73.23
May 1921	256	31,276.00	122.00				
May 1922	440	58,401.00	133.00				

## Buffalo's Electric Baseball League

The Electric Baseball League of Buffalo, N. Y., has been reorganized for the season of 1922 with teams representing the following electrical organizations: Robertson Cataract Electric Co.; McCarthy Bros. & Ford; Volker Bros.; International Railway Co.; Buffalo General Electric Co.; Western Union Telegraph Co.

E. D. O'Dea has been re-elected president of the organization, all games of which are played on the Park Diamond at Delaware Park within sight of one another. The opening of the season was preceded by an automobile parade through the down-town streets, consisting of about 300 automobiles with banners and noise-making devices and headed by a band. Two characters impersonated "Judge Landis" and "Babe Ruth," which created considerable merriment.

"We find this baseball league to be a great source of good in Buffalo as a means of promoting better feeling and acquaintanceship in the industry, and as a medium for publicity," declares Mr. O'Dea. "We would urge electrical organizations in all cities to form similar leagues and are quite certain they will find them just as beneficial."

The Atlantic City Building Exposition will be held the week of September 8 on the Million Dollar Pier, Atlantic City, N. J. A feature of the Exposition will be a "home electric" or "bungalow beautiful"—a full-size model bungalow, completely equipped electrically, which, after the Show, will be moved from the pier and placed on a lot in a high-class section of the resort. This "bungalow beautiful" or "home electric" will be a house of nine rooms, showing the best ideas of construction, equipment and furnishings. The Exposition will be under the management of A. Conrad Ekholm.

Albert Mayer, formerly with the Majestic Electric Development Company at Philadelphia, Pa., is now general sales representative for the Reznor Manufacturing Company, makers of the new Reznor electric heater.

The Stone Equipment Corporation of Buffalo, N. Y., has been incorporated to manufacture and deal in electrical specialties. The capitalization of the company is \$35,000 and the incorporators are: P. C. Stone, F. E. Cornish and W. W. Munchie, all of Buffalo.

The Binghamton (N. Y.) Electrical Contractors Association recently held a business and social meeting at the Owego Hotel, Owego, N. Y., where the members were guests of George L. Acker, proprietor of the Owego Hotel. At the business session, held in the Owego Chamber of Commerce, addresses were made by Manager Moses of the Owego Light and Power Company, E. C. Wehle of the Southern Tire Supply Company, Mr. Stevens of the Bonnell & Stevens Company, D. W. Jones, superintendent of buildings, Binghamton, and Joseph Mullin of the Binghamton Light, Heat and Power Company.



F. S. Hunting, the new president and general manager of the Robbins & Myers Company, Springfield, Ohio, was for many years general manager of the Fort Wayne Division of the General Electric Company, and of its predecessor, the Fort Wayne Electric Company. Mr. Hunting has devoted 34 years to the production and sales of motors.



### Non-Magnetic Filament Rheostat

*Electrical Merchandising, July, 1922*

The new filament rheostat, manufactured by the Central Radio Laboratories, 303 Sixteenth Street, Milwaukee, differs from other rheostats designed for radio equipment in that no magnetic material is used in its construction. "Thermoplax" of extremely high insulating and heat-resisting properties is used for the base. The resistor is made of special non-corroding alloy which always presents a polished surface. Its ohmic value is calculated to give maximum sensitivity within the required range, and its current capacity is ample for the control of any receiving tube without heating.

The new rheostat, known as "CRL No. 100," can be mounted on any switchboard, the thickness of which does not exceed  $\frac{1}{2}$  in. Because of its small diameter,  $2\frac{1}{2}$  in., it does not interfere with the other apparatus mounted on the panel.



### Radio "B" Battery

*Electrical Merchandising, July, 1922*

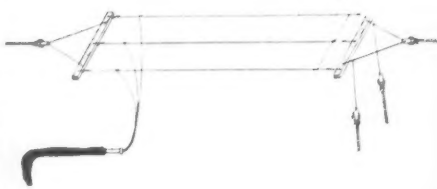
To overcome tube noises, and to supply the plate potential with high voltage, a new Radio "B" Battery has been developed by the Westington Union Battery Company, Swissvale, Pa. A jelly electrolyte has been used which, being non-spillable, allows the operator to have the battery in any part of the house without danger of ruining the carpets or furniture.

A battery very similar to the 22-M-2 model, and which is known as the Westinghouse 22-L-2, has been designed for use in broadcasting or commercial installations where a permanent set-up is desired. This battery has a sealed-in cover, screw-type vent plug and wide separation of cell posts. This last feature eliminates danger of current leaks when used on high voltage sets. A liquid electrolyte is used in place of the jelly electrolyte used in the 22-M-2 model.

### Radio Variocoupler

*Electrical Merchandising, July, 1922*

A new variocoupler has recently been placed on the market by the Queens Radio Company, Inc., 12 Forest Street, Winfield, L. I., the features of which are: a 180-degree swing, making it extremely selective; soldered pigtail connections, doing away with sliding contacts; and compactness.



### Radio Aerial

*Electrical Merchandising, July, 1922*

An aerial that comes complete, ready for installation, is being offered by the Darnoc Radio Equipment Company, 7 Princeton Avenue, St. Louis, Mo. It is made along the lines of the "Type L" aerial.

This "Redy-Bilt" aerial is made of No. 14 copper wire, with hard-wood arms. All wire joinings are fused and soldered, and the insulators are of porcelain. The aerial may be attached to a roof, tree or similar support.

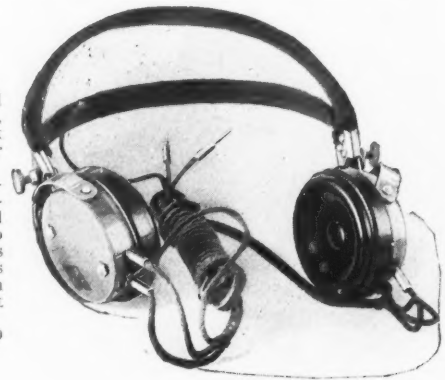
### Radio Head Set

*Electrical Merchandising, July, 1922*

The "Deveau Gold Seal" radio head sets made by Stanley & Patterson, Inc., West and Hubert Streets, New York City, have been especially designed for audio frequency currents.

In mechanical construction, the receiver cap is designed to fit the ear comfortably, and the tension of the head band is slight. It may be locked into position. The back of the receiver is gold-plated and the other metal parts nickel-plated. The cords are furnished with a marker through one of them, so that polarity may be maintained.

These sets are made in 2200 and 3200 ohms.



### Radio Head Set

*Electrical Merchandising, July, 1922*

The feature of the new radio head set brought out by the Automatic Electric Company, Chicago, is that it is designed with a single powerful electro-magnet, which acts on the exact center of the diaphragm, causing it to vibrate as a unit and not in sections, thus eliminating much of the distortion and false overtones of two-pole receivers.

In addition to this feature, the receiver is so designed that the voice current magnetism has an almost complete soft-iron path, resulting in the reproduction of both weak and strong signals clearly and without loss of power.

These head sets are of standard size, but weigh only twelve ounces complete with head band. The shells and caps are of bakelite.

### Quickly Rechargeable Storage Battery


*Electrical Merchandising, July, 1922*

The Magno Storage Battery Corporation, Aeolian Building, New York City, has recently placed on the market a new type of storage battery, one which according to the maker, can be charged in one minute by anyone, anywhere, without the aid of even so much as a pair of pliers. This battery is particularly well adapted as a radio "A" battery or as equipment for all forms of ignition, small lights, door bells and elevator buzzer systems.

The outstanding feature of this battery, a two-volt unit, is its interchangeable charged positive electrode. The battery is so constructed that it can be shipped "bone dry" in a fully charged condition. In this condition it will hold its full charge indefinitely without the slightest loss of its potential power. Upon the introduction of the sulphuric acid electrolyte its full strength becomes instantly available.

Unlike other batteries, the charge is contained only in the positive electrode which can be removed when discharged and a "spare" fully charged electrode inserted to take its place.

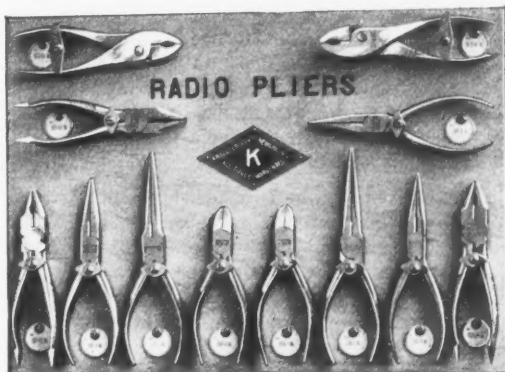


What's new on the market? These pages will tell you. 

### Radio Pliers

*Electrical Merchandising, July, 1922*

An assortment of pliers especially selected for radio work, has been placed on the market by Kraeuter & Company of Newark, N. J. These pliers are offered mounted on panels for convenient display and quick selection, and were produced to meet a demand for pliers suitable for radio amateurs and experimenters.



### Console Cabinet Receiving Set

*Electrical Merchandising, July, 1922*

A complete loud-speaking receiving set, enclosed in a period console cabinet, is being offered by Disbecker & Company, 15 West Thirty-fifth Street, New York City. This set is completely encased in the cabinet without even a binding post to mar its outward appearance.

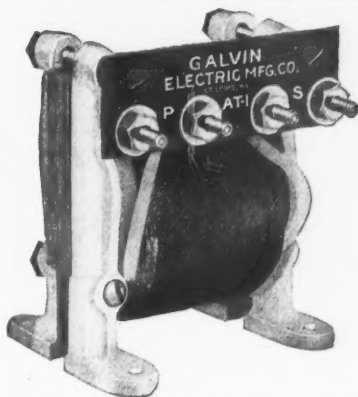
Wave-lengths of from 100 to 20,000 meters may be easily received with this set by simple knob adjustments. Reception range includes all amateur, special amateur, broadcast, ship and commercial stations.

In the receiving set are combined the receiver with two-step amplification, the new Western Electric loud speaker, storage and "B" batteries, and a home battery recharger.

### Audio Amplifying Receiving Transformer

*Electrical Merchandising, July, 1922*

The audio frequency transformers made by the Galvin Electric Manufacturing Company, 1215 Pine Street, St. Louis, Mo., are designed especially for use with tubes now on the market, whose plate and grid circuits impedance calls for a ratio of primary and secondary turns of 1 to 4.25. They may be had either assembled with posts and panel complete, or assembled with core and coil only.



### Crystal Detector

*Electrical Merchandising, July, 1922*

Special protection of the sensitive crystal of the new "Fada" crystal detector is provided by having the glass dust shield with its tubing and metal cap so heavy that exposure of the crystal because of breakage is almost impossible.

The base of this detector is made of Condensite, and all metal parts are nickel plated. The "cat-whisker" is made of german silver wire in a conical form and keeps a sensitive adjustment without jarring out of position. Frank A. D. Andrea of 1882 Jerome Avenue, New York City, is the manufacturer.

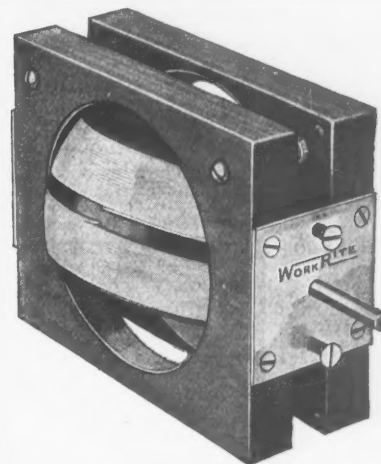
### Variometers and Variocouplers

*Electrical Merchandising, July, 1922*

The variometers and variocouplers made by the Thompson-Levering Company, Inc., Philadelphia, serve to vary the inductance and wave length value of any circuit in which they may be used. In general, they consist of a set of fixed windings and a set of movable windings the latter being rotated on a turn axis in the usual construction.

When both sets of coils carry the current flow in the same direction, the variometer has a maximum inductance or wave length. When the coils are turned around so that the current flow in both sets of coils is in opposite directions, the coils are said to be "bucking" each other, and the inductance and wave length value are at a minimum. These variometers and variocouplers are "bank-wound."

According to the maker, these instruments have a low-distributed capacity, a large inductance variation, and a low comparative resistance.



### Variometer

*Electrical Merchandising, July, 1922*

Made of solid mahogany, the "Workrite" variometer made by the Workrite Manufacturing Company, Cleveland, Ohio, has all its metal parts made of brass highly nickle-plated. The binding posts are placed between stators, and both connections are made by spring contacts. It can be mounted on a panel with the two screws furnished.

### Radio Headset

*Electrical Merchandising, July, 1922*

The "Rico Tri-Pole" headset made by the Radio Industries Corporation, 131 Duane Street, New York City, is equipped with a triple pole magnet using a single magnet spool. These headsets are rated at 2,000, 3,000 and up to 6,000 ohms.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

## Robbins & Myers' Organization Changes

F. S. Hunting, for several years general manager of the Fort Wayne Division of the General Electric Company, has resigned that position to become president and general manager of the Robbins & Myers Company, Springfield, Ohio. Mr. Hunting has had thirty-four years' experience in the production and sales of small motors, and is therefore unusually adapted to his new position with the Robbins & Myers Company. C. F. McGilvray, former president of the company, has been elected chairman of the board; W. J. Myers will continue as vice-president, W. A. Myers as secretary, and H. E. Freeman as treasurer.

## American Radio Association

The American Radio Association is being organized with national headquarters at 1403 H Street N. W., Washington, D. C., where F. W. Brown, treasurer, is in charge. The purposes of the Association, as outlined by its prospectus are:

1. To secure the services of the best available talent to perform at transmitting stations for general broadcasting.
2. To donate receiving instruments to charitable institutions, such as hospitals, orphan asylums, etc.
3. To maintain a service bureau for all members.
4. To maintain broadcasting stations.
5. To establish receiving stations and clubrooms for the use of members.
6. To foster legislation for the protection of the amateur radio operator.
7. To disseminate information regarding new activities in the radio field.
8. To obtain from authorized dealers special discounts to members of the A. R. A.
9. To aid in the development of the educational possibilities of the radio field.
10. To co-operate with manufacturers in the standardization of radio instruments.

The P. A. Geier Company is betting \$3,300 that the Royal cleaner business will be top-notch in July and August. That is the sum total of the cash prizes the company is offering its salesmen who put forth their best efforts during that period. The point system, which will be used in scoring, gives special credit for sales of the complete cleaning outfit, including attachments, and the prizes are large enough and numerous enough to stimulate all to "follow through" in their sales. Throughout the two months' period a weekly prize of \$25 will be awarded; \$75 will go to the high man for July, and at the close of August, twenty grand prizes will be given, ranging from \$1,000 down to \$50 each.

The Union Electric Supply Company, electrical supply jobber, 60 Pine Street, Providence, R. I., has organized a complete radio department in charge of Ray P. Caldwell, to handle standard radio sets and parts. "As usual," says M. F. Falk, president of the company, "this company will do no retail business but will sell its merchandise exclusively to dealers with whom it will co-operate to the fullest possible extent."

Benjamin Gould, formerly general sales manager of the Gould Appliance Company, is now associated with the Radio Industries Corporation, manufacturers of radio equipment, 131 Duane Street, New York City, as vice-president and sales manager.

The United Radio Corporation, Inc., 15 Caledonia Avenue, Rochester, N. Y., manufacturers and distributors of the Peerless radio head phone, is planning the installation of additional facilities to enable the company to manufacture electrical novelties in connection with its radio equipment.



They say that the bigger a man is, the easier it is to get into his office. And you can draw your own conclusions about Clare N. Stannard, recently elected vice president and general manager of the Denver (Col.) Gas & Electric Light Company from the fact that the man with the camera was able to interrupt the composition of a telegram for the twinkling of a shutter.

Charles Franck, manager of the Holograph Glass Company, Inc., New York City, is absent on a three months' trip in Europe. He is touring Germany, Switzerland and France, spending most of the time visiting friends and former business associates. Mr. Franck was for several years manager of the Holograph Company's Brussels office, having left Belgium to become manager of the American company.

G. N. Schwemmer has joined the sales organization of the Carroll Electric Company, jobbers, of 714 Twelfth Street, N. W., Washington, D. C., as sales manager. Mr. Schwemmer has been connected in sales promotion work with the National Electric Supply Company of Washington, D. C., the General Electric Company in its Chicago office, and the St. Paul Electric Company.

The Federal Electric Company, Inc., announces its removal to the Bush Building, 130 West Forty-second Street, New York City.

## Rocky Mountain Electric Show, Oct. 2 to 14

Under the auspices of the Rocky Mountain Electrical Co-operative League which is composed of central stations, jobbers and electrical contractor-dealers of Salt Lake City and vicinity, the Rocky Mountain Electrical Exposition will be held at Salt Lake City, October 2 to 14. The period chosen includes the week of the Utah State Fair and the days of the Mormon Semi-Annual Conference—a double attraction that can always be counted on to bring an immense throng of visitors from all Intermountain points. Col. A. M. Jackson has been appointed chairman of the exposition committee; P. L. Goddard is secretary; and R. C. Nash, treasurer. The headquarters of the Rocky Mountain Electrical Exposition Committee are 812 Kearns Building, Salt Lake City.

## Death of F. J. Blaschke

F. J. Blaschke, for more than ten years a member of the National Lamp Works organization, died suddenly of brain hemorrhage at his home in Cleveland on Friday, May 26th.

Mr. Blaschke was a graduate of Purdue University, and joined the engineering department of the National Lamp Works in 1911. Later he was with the Mazda Service Bureau at San Francisco, but in 1914 he became a member of the publicity department of the National.

At the time of his death he was editor of the *Stimulator*, the National's house organ for jobber and dealer lamp agents, and was in charge of the advertising of the Ivanhoe-Regent Works of the General Electric Company. Mr. Blaschke was widely known in the industry.

Randolph H. Mann has been appointed assistant sales manager for Betts & Betts Corporation, 511-513 West Forty-second Street, New York City. Mr. Mann began his career with the General Electric Company in 1895. In 1905 he was made general manager of the Metropolitan Engineering Company and was later district manager for the Federal Sign System. After serving in the Ordnance Department of the Army during the war, Mr. Mann was appointed New York manager for the Electric Service Supplies Company, which position he has resigned to become associated with the Betts & Betts Corporation.

G. Q. Porter, formerly vice-president and manager of the Domestic Vacuum Cleaner Company and manager of the vacuum-cleaner division of the Torrington Company, has recently become associated with Landers, Frary & Clark, of New Britain, Conn., as manager of the company's sales of Universal vacuum-cleaners.



## New Retail Electrical Stores

### ALABAMA

**Birmingham**—Loveman, Joseph & Loen, department store, leased building at 1815 Third Avenue to be used as radio department.

Brauns Electric Service, new branch at 1808 Third Avenue.

**Mobile**—Mobile Radio Company, 763 Palmetto Street, successor to Gulf Radio Service.

### CALIFORNIA

**Alhambra**—Moore Electric Company, moved to 1725 West Main Street.

**Corona** (Riverside County)—Claud Tucker, successor to Frank Pike.

**Covina** (Los Angeles County)—Covina Radio Shop, E. S. Coman, proprietor, Citrus at Orange Avenue.

**Glendora**—Albert A. Leithold, successor to J. O. Fraisher.

**Hollywood**—Radio & Electrical Store, 5069 Hollywood Boulevard, John Bryant, proprietor.

**Inglewood**—Jack Perrin Electric Company, 204 East Queen Street.

**Lodi** (San Joaquin County)—Lodi Electrical Company, Sanguinetti Building.

**Los Angeles**—O. L. Blackman, 828 West Seventh Street.

Bushey Bros., 490 San Fernando Road, California Radio Supply Company. Incorporators, A. M. Spinks, and others.

The Monita Lighting & Fixture Company, 7214½ Monita Avenue, Jack McVey and Pierre Strom, managers.

Interstate Electric Co., 252 East 4th St., Norman Bailey and Lynn Chambers, proprietors.

Nick Lazarevich, 4828 Hollywood Boulevard.

**Oakland**—Abbey Electrical Company, moved to Bancroft and Shattuck Avenues.

**San Francisco**—J. P. Trouillet, 955 Mission Street. Successor to H. A. Bowen and W. J. Colloman.

**Pasadena**—R. R. Coleman, Jr., 306 East Colorado Street. Radio supplies.

Barker Bros., 345 East Colorado Street, adding line of electrical supplies.

**San Jose**—Schleuter's, 77 East Santa Clara Street, between Second and Third. Also in business at Oakland, San Francisco and Berkeley.

**Santa Ana** (Orange County)—Howard White and W. B. Ashford, Grand Central Market.

**Santa Barbara**—R. B. Lamb and C. F. Richardson, 8 West Sola Street, successors to Lukeman Bros.

**Santa Monica**—Bay Cities Electric Company, 1512 Third Street.

### COLORADO

**Pueblo**—Western Radio & Electric Company. Incorporated capitalization \$50,000. H. H. Jones and others.

### CONNECTICUT

**Bristol** (Hartford County)—Bristol and Plainville Gas & Appliance Company, Hills and Chabot, managers.

**Bridgeport**—J. L. Petrucci, 945 Main Street. Contractor-dealer.

**Hartford**—E. S. Francis, 272 Asylum Street.

Roth & Nielson, 552 Asylum St. Hartford Electrical Appliance Company, 1243 Main Street. B. P. Hibbell, proprietor.

**Middletown**—Philip A. Bailey, 67 Washington Street. Electrical and radio supplies.

**New Haven**—Jem Electric Company. Contractor-dealer. Incorporators: J. E. Miller, 1204 Chapel Street, A. I. and Rose L. Lapidus.

### GEORGIA

**Louisville**—Polhill & Denny Drug Company. Added radio department.

**Thomasville** (Thomas County)—S-W Radio Company, 413 Upchurch Building.

### IDAHO

**Coeur d'Alene**—Coeur d'Alene Electric Shop, T. J. Robertson and J. E. Whitney, proprietors.

### ILLINOIS

**Blue Island** (Cook County)—Radio Electric Company, M. H. Goodman and J. Rainer, proprietors, 220 Western Avenue.

**Chicago**—Advance Radio Company, 169 North Jefferson Street.

Austin Thor Shop, Harold F. Nelson, proprietor, 5543 West Chicago Avenue.

C. B. Cannon & Company, 14 East Jackson Boulevard.

Chicago Radio Dealers, Inc., 220 North Crawford Avenue.

Columbia Radio Corporation, 2756 Diversey Avenue, Richard Wexler and others, incorporators.

D. & H. Sales Corporation, 176 West Randolph Street. William F. Heinz and others.

Grant Electric Company, 431 South Dearborn Street. Joseph C. Duranceau.

Escorad Electric Supply Company, 764 Bowen Avenue. Andrew Earl Withers and others.

Exide Battery Service, 4424 Broadway. Electrical appliances.

H. H. Goldman and H. Ticher, 6467 Sheridan Road. Electrical and radio supplies.

Great Lakes Engineering & Construction Company, 400 North Michigan Avenue. Contractors and engineers.

Hercules Radio Corporation, 24 West Washington Street. Incorporators: Charles C. Gordon and others.

Kramer Radio Supply Company, 4713 Sheridan Road.

L. & H. Electric Shop, Inc., 2509 Archer Avenue. Henry Flesvig and others.

Radio Specialty Shop, Inc., 304 W. Madison Street.

Raymond Radio Laboratories, Inc., 422 South State Street. Incorporators: Melvin E. Raymond, 474 River Cliff Drive, Devon, Conn., and others.

U. & L. Tool Company, 1446 South Washburn Avenue. Claude L. Cotherain and others.

U. S. Radio Accessories Corporation, 208 South LaSalle Street.

Universal Radio Company, Inc., 105 West Monroe Street.

Uptown Radio & Electric Equipment Company, 111 West Washington Street. George C. Ranney and others.

World Radio Corporation, 1508 South Michigan Avenue.

**Harrisburg** (Saline County)—Seten Furniture Co., J. T. Smith, manager, added line of electrical supplies.

**Hillsboro** (Montgomery County)—Glenn Cooper.

**Morrison** (Whiteside County)—Floyd Knox and Harvey Barrett.

**Oak Park**—Dean Electric Construction Co., 1115 Lake Street, The "Wife Saving Station."

**Salem** (Marion County)—Andy Nold. Bought electric department of Cunningham Bros. Plumbing Shop.

**Urbana**—The Dickinson Electric Fixture Company, 114½ South Race Street.

### INDIANA

**Bloomington**—J. W. Ferris, moved to Loudon Building, South College Avenue.

**East Chicago**—Franklin Radio Company, Wesley G. Wickey and others.

**Edgerton** (Allen County)—C. L. Everson. Installed radio department.

**Fort Wayne**—Anthony Wayne Lamp Company, new store at 1225 Calhoun Street. Pitcher Electric Company, 4125 Wells Street.

Service Electric Company, Corner Wells and High Streets, Grant Shelby, proprietor. Milton Elrod, Inc., 339 West Berry Street.

United Radio Corporation, Robert A. Buhler and others.

**Harlan** (Allen County)—Harlan Garage, Garage and radio. Harold Greenwood, proprietor.

**Knightstown** (Henry County)—Modern Appliance Sales Company.

**Kokomo**—Home Electric Company, 220 East Superior Street.

**Pershing** (Wayne County)—Sourbeer & Rodenburg. Added radio department to drug and hardware business.

**Washington** (Davies County)—W. O. Brown and Edward Reeve, Klapper Hotel Building.

### IOWA

**Atlantic** (Cass County)—Apex Electrical Appliance Company, I. A. Patrick, proprietor. New branch store.

**Prairie City** (Jasper County)—Earl McFadden. Radio shop.

### KANSAS

**Atchison**—Atchison Radio & Electric Company. Successor to Fred W. Stein. Incorporators, Clive Hastings and others.

**Cherryvale** (Montgomery County)—Al Hamilton, North Neosho Street; successor to the Bauer Electric Shop.

**Courtland** (Republic County)—H. C. Stephenson. Electrical supplies and radio.

**Eureka** (Greenwood County)—A. Caval and F. C. Metcalf, 309 North Main Street.

**Kinsley** (Edwards County)—C. E. Randa, rear of Edwards Building.

**Stafford**—Stafford Radio & Electric Company, L. L. Hanback and Fred McCoy, successors to Charles Upson.

**Wichita**—Electric Vacuum Cleaner Co., 120 North Market St., Mrs. Josephine Green, manager.

### KENTUCKY

**Hazard** (Perry County)—Holdcraft Electric Company. Old concern, recently reorganized.

**Louisville**—Radio Electrical Company, 508 West Walnut Street. Harry L. Myers, president and general manager, William S. Driver, secretary.

### LOUISIANA

**Monroe** (Ouachita County)—Electrical Construction Company, moved to 112 S. Jackson St.

### MASSACHUSETTS

**Boston**—Pitts Radio Stores, Inc.; incorporated capitalization \$95,000; William B. Pitts, 120 Central Street, Saxonville, Francis D. Pitts and others.

Tremont Talking Machine Company, 177 Tremont Street; Iver Johnson, proprietor. Recently purchased this business and will add line of electrical goods. Also in sporting goods business at 155 Washington St., Boston.

Electrical Engineering Corporation. Electrical contractor-dealers. F. H. Horne-man, 108 Talbot Avenue and others.

**Pittsfield**—Rico Ignition Company, Edward B. Jacobson, 39 Northumberland Road and others.

**Springfield**—Court Square Electric Company. Ernest Hinckley, 267 Main Street, and others.

El-Bie Electric Company, 429 State Street.

### MICHIGAN

**Albion** (Calhoun County)—A. W. Delbridge and B. J. Blanchard.

**Bay City**—Ra Da Corporation of Bay City, 611 East Midland Street.

**Chelsea**—E. J. Claire & Son.

**Detroit**—Colonial Radio Shop, 2554 Woodward Avenue.

Detroit Electrical Company, 9124 Linwood Avenue.

Easajust Radio Company, 6138 Kercheval Avenue.

West Fort Electric Company, 7726 Fort St., West.

Electric Products Corporation, 1625 Euclid Avenue, East.

Radio Products Company, 1944 Woodbridge Street.

**Grand Rapids**—Thompson's Electric Shop, 139 South Division Avenue.

United Specialty Company, 128 Division Avenue, South, new location.

**Highland Park**—Radio Products Corporation.

**Jackson**—Federal Profit Sharing Company, 224 Main Street.

Bluelight Electrical Company, new branch at 217 South Grand Ave. Also in business at Ann Arbor.

**Lansing**—J. M. Toy, 211 East Shiawassee Street.

**Mount Clemens**—Standard Electric Company, J. E. Craft and C. E. Reed, proprietors, Lyric Theatre Building.

**Ypsilanti**—Radio Sales & Service Company, 26 North Washington Street.

### MINNESOTA

**Fountain** (Fillmore County)—E. A. Hanson Company.

(Continued on page 124)



### Magnetic Toy Bank

*Electrical Merchandising, July, 1922*

In depositing a coin in the "Wireless" toy bank, the coin is simply placed in the proper position and told to "go"—at which comment it disappears of its own accord. Sound waves produced by the voice cause the action, but the mystery of the disappearance fascinates children. The bank is made of wood and metal, is 7 in. long, and is modeled after a Colonial Bank Building. The John Hugo Manufacturing Company, 60 Franklin Street, New Haven, Conn., is the manufacturer.

### Electric Dishwasher

*Electrical Merchandising, July, 1922*

Shining copper utensils hold the same fascination for the housewife of today that they possessed for her colonial grandmothers, and it is of copper that the new "Murdock" electric dishwasher of the Bucyrus Copper Kettle Works, Bucyrus, Ohio, is made. The copper washing chamber is almost square in shape (measuring 22 x 26 in.) has a flat top, and stands on four legs, so that it may be placed flat against the wall. It is intended for the home as well as for diet kitchens, tea rooms and small institutions.

The washer is operated by a 1-hp. ball bearing "Sirocco" cooled motor which can be connected to a lighting socket. When not in use as a dishwasher, the machine can be used as a table. It is fitted with a standard bath and basin waste and is self-cleansing.

### Radio Frequency Transformer

*Electrical Merchandising, July, 1922*

Some features of the new radio frequency transformers offered by the Radio Laboratories, Inc., Asbury Park, N. J. are:

**Iron circuit:** A radio-frequency-iron circuit is used, which utilizes a special form of divided magnetic material, completely enclosing the bobbin. This core prevents eddy current losses, and in addition allows the transformer to be made of the same convenient size for all wave-length ranges.

**Mounting:** The transformer is made to stand firmly without any special socket. The four molded binding posts are designed with proper strength and length to hang the transformers from a specially designed mounting shelf in an amplifier. Any transformer can be hung from the shelf by simply removing the molded knobs, inserting the transformer, and using the knobs to fasten it in place. Any amplifier can, therefore, be used for a new wave-length range by removing one set of transformers and replacing a set for the desired range in a minimum of time.

**Connections:** The binding posts are arranged for most direct connections when the transformer is mounted in an amplifier using the transformer shelf mounted below the tube shelf. The condensate top is marked with the figures P, G, 1, 2, indicating the post P-1 between P and 1; P-2 between P and 2, etc.

The type RT-1 transformer for the amateur and broadcasting range works on all standard makes of tubes.

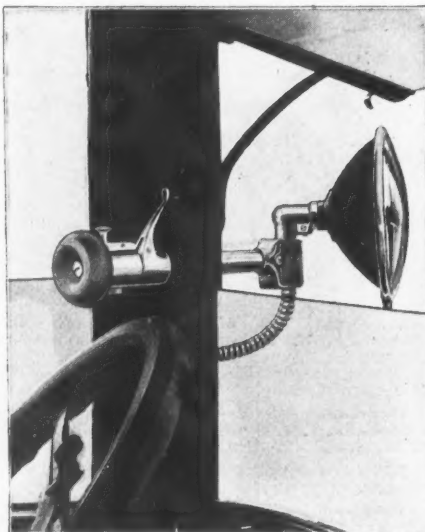
### Automobile Contact Plug

*Electrical Merchandising, July, 1922*

A heavy metal jacket, a removable insulation tube, and a patented contact part with a wire holding device which permits quick assembly, are features of the new automobile plug offered by the

Joseph Pollack Tool & Stamping Company, Inc., 81-85 Freeport Street, Boston, Mass.

There is no need for soldering the wire as the device clamps the strand in circular shaped jaws while a screw holds the jaws tight without touching the wire. The shell of the plug measures approximately 1½ in. long.



### Spotlight With 2-Plane Control

*Electrical Merchandising, July, 1922*

A new electric spotlight designed for use on both open and closed motor cars is being manufactured and distributed by the S. H. Thomson Manufacturing Company, Fourth and St. Clair Streets, Dayton, Ohio.

Mounted on a nicked fixture, the lamp is controlled by a handle located conveniently near the steering wheel. By means of two simple connections, the handle swings the lamp in both vertical and horizontal planes, the bracket remaining fixed. When the hand is removed the mechanism automatically locks in the directed position.

In attaching the device to a closed car, the manufacturer points out, it is only necessary to bore a 3/8-in. hole through the corner post of the car, insert the control housing tube of the spotlight and apply the bracket.



### Electric Clock

*Electrical Merchandising, July, 1922*

One of the newer designs of "Telechron" electric clocks made by the Warren Clock Company, Ashland, Mass., is shown in the illustration. The case is brass. The regulating mechanism of these clocks is at the central power station, where a master clock controlling the frequency of the current regulates all of the "Warren" clocks on the system.

### Electric Coffee Mill

*Electrical Merchandising, June, 1922*

Equipped with a 1/4 hp. Valley ball-bearing electric motor, the new coffee mill manufactured by the Valley Electric Company, St. Louis, Mo., makes a desirable fitting for groceries and delicatessen stores. The polished aluminum hopper makes the mill a decorative fixture and easy to keep clean. The base is painted red with black stripes.

On medium grinds, the manufacturer explains, the mill has a capacity of about a pound of coffee a minute. Hopper and can will hold 5 lb.

### Clipping and Shearing Machine

*Electrical Merchandising, July, 1922*

A new electric clipping and shearing machine has been developed by the Gillette Clipping Machine Company, 129 West Thirty-first Street, New York City. It may be had in the stand type or the ceiling suspended portable type.

It may be used for clipping cows, horses or mules, and for shearing sheep and goats. The electric motor may be supplied for either direct or alternating current.



What's new on the market? These pages will tell you. ➡

**Flexible-Arm Desk Lamp***Electrical Merchandising, July, 1922*

A new desk lamp of the gooseneck type has recently been placed on the market by S. Robert Schwartz & Bro., 729 Broadway, New York City, manufacturers of "Esrobert" portable lamps.

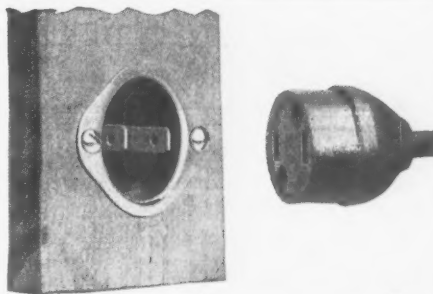
The No. 310 desk lamp has a heavy cast-iron base (ornamental design) 8 in. long and 5 in. wide, and is felted on the bottom. It has a brass parabola shade and 12 in. brass flexible arm that provides adjustability to any angle.

It may be had in two finishes—verde green and antique bronze.

**Attaching Device for Portable Electrical Appliances***Electrical Merchandising, July, 1922*

The Cutler-Hammer Manufacturing Company of Milwaukee has brought out a new (No. 7859) attaching device, to provide flush mounting, and make a neater looking installation than is possible where the usual receptacle is mounted on the surface.

The contact blades are not live except when the body is in place, and the contacts of the body are not exposed when disconnected. This device has a rating of 10 amperes, 250 volts. The diameter of the body is  $1\frac{1}{8}$  in.

**Luminous Minnow***Electrical Merchandising, July, 1922*

Every once in a while somebody comes into an electric shop and buys a radium bead locator for use as "luminous bait" when going fishing. But now the fisherman comes in directly for some of the benefits of luminous radium material with the new "Glowbody" minnow, which, glowing faintly in the water, attracts bass day and night. The crystal body contains a tube of permanently luminous material, and looks like a wriggling worm as it spirals through the water. It has a double hook, which may be detached and replaced by a single one. The crystal body is protected from breakage by fine wires. Abbey & Imbrie, 97 Chambers Street, New York City, are the makers.

**Radium Luminous Units***Electrical Merchandising, July, 1922*

In order to simplify the use of radium luminous material, the United States Radium Corporation, 58 Pine Street, New York City, has developed standardized luminous units which can be molded into composition or mechanically inserted directly into metal.

This idea lends itself to adaptation in many ways. The same disc which goes in the push switches molds very rapidly into a snap switch. The small disc molds readily into a turn socket handle and is also readily inserted into the metal part of a tumbler lock, into a bed post or the corner of a dresser. They can even be inserted into the plate of a wall switch or they can be molded into the handle of a molded hand toggle switch, or they can be inserted into the cross bar or knob of a knife switch, or set into the door of a safety knife switch.

Naturally the size can be varied, and it is possible to use celluloid, mica, a plain glass lens, or faceted glass lens for the front, and the units can be nickel plated, plain finished, or can be specially finished to match other work.

**Electric Spot-Lamp for Automotive Use***Electrical Merchandising, July, 1922*

An electric spot-lamp mounted on a 360 degree universal ball and socket bracket, and carrying a 27 candle power frosted bulb is being manufactured by the Standard Corporation, Columbus, Ohio. With this device, known as the "Roffy Spotlight," the manufacturer explains that the lamp gives a distant beam and a broad general illumination with minimum glare. The parabolic type of reflector is combined with an inverted spherical reflector and direct rays from the lamp filament are obscured. The lamp is finished in black enamel with nickel trimmings and is supplied with 5 ft. of duplex cord.

**Induction Motor***Electrical Merchandising, July, 1922*

An induction motor made of four parts—stator, rotor, front bracket and rear bracket—has recently been placed on the market by the Triumph Electric Company, Cincinnati, Ohio.

A wound rotor is used and a centrifugal governor that operates on the rotor shaft. Full voltage is applied to the motor at the instant of starting and consequently a compensator is unnecessary. The motor is started by merely throwing a switch located anywhere in the line. The starting torque is high because the full voltage is impressed upon the motor windings and because the power factor is high in starting. At approximately 80 per cent of synchronous speed the governor closes the switch and the increased torque quickly accelerates the motor to full speed.

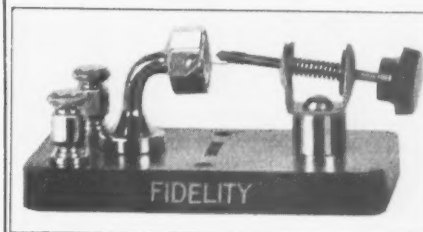
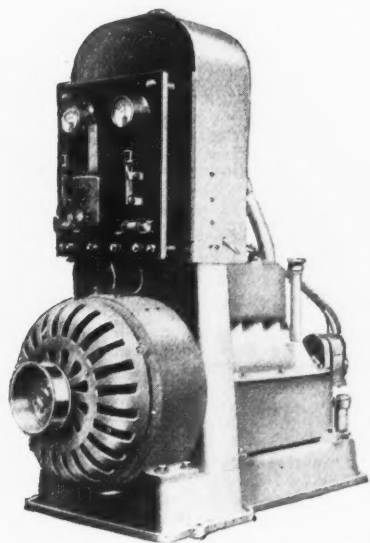
Since the motor is self-starting on full load it may be operated by remote control.

**Two-Kilowatt Farm Electric Plant***Electrical Merchandising, July, 1922*

The Universal Motor Company of Oshkosh, Wis., manufacturers of direct-connected electric plants, has placed on the market the "Unimote" 2 kw. plant consisting of a four cylinder, four-cycle, automobile type motor directly connected to a six-pole direct current generator. The ignition is the high tension magneto type. The gasoline tank is in the base, and the radiator is mounted between the engine and generator. The switchboard is mounted on the front of the radiator, making the outfit completely self-contained. It can be furnished in either 32-volts or 110-volts, with or without storage batteries.

When the plant is furnished with batteries, it is equipped with a shunt-wound generator. When it is to be used without batteries, it is equipped with a compound-wound generator and mechanical governor.

Where batteries are used, the switch board is equipped with a novel battery tester. By merely pressing a switch the condition of the batteries is registered on the lower scale of the volt meter which is graduated to read the condition of the batteries.

**Radio Detector***Electrical Merchandising, July, 1922*

In designing the new radio detector of Clemence & Enderle, 164 Linden Avenue, Irvington, N. J., special attention was given to the construction of the "U" which holds the knob or arm for adjustment, in order to make perfect adjustment easy to obtain. The base for the detector is of composition, not fibre, and each detector has a tested, mounted crystal.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.



## New Retail Electrical Stores

(Continued from page 121)

### MISSISSIPPI

**Jackson**—Century Electric Company, Century Theatre Building.

### MISSOURI

**Kansas City**—Electrical & Magneto Service Company. O. K. Newby, 701 E. 41st St., and others.

**C. A. Spaulding** Electrical Company, 410 East Eleventh Street. Old concern recently reorganized.

**Arthur S. Osborne**, 225 East Tenth Street.

**Maplewood**—Novex Electric Company.

**Perryville**—William Schindler and A. H. Haertling, Schades Grocery Building.

**St. Joseph**—Empire Electric Company, 924 Francis Street.

**St. Louis**—General Appliance Company, 1009 Locust Street.

**Missouri Radio Corporation**. William S. Campbell, attorney, Merchants Laclede Building.

**Troy** (Lincoln County)—Henry Brandes, successor to McGregor, Penn & Brandes.

### NEBRASKA

**Cozad** (Dawson County)—Allan Maclean, Schooley & Koch Building.

**Madison**—H. O. Hobbs.

**Omaha**—U. S. Theatre Supply Company, 1417 Farnam Street. Old concern, recently incorporated.

**Republican City** (Harrison County)—Guest Fix-It Shop, West Main Street, William Guest, proprietor; successor to William P. Freese.

### NEW JERSEY

**Newark**—American Electric Company. Edwin M. Robb, registering agent, 22 Prospect St.

**Newark Lighting & Fixture Company**, 282 Market Street.

**Trenton**—Samuel Sharlin, 138 South Broad Street; enlarged quarters.

### NEW YORK

**Baldwin** (Long Island)—Baldwin Electrical Shop, Paul Boggs, proprietor, moved to Foxhurst Road.

**Ballston Spa** (Saratoga County)—F. Howard Armer, moved to 60 Front Street.

**Brooklyn**—S. Rosofsky, 778 Blake Avenue.

**Gloversville** (Fulton County)—Domestic Electric Appliance Company, moved to 11 Church Street.

**New Rochelle**—Bolnick & Bloomfield, 33 Lawton Street.

**New York City**—Rainbow Electric Company, moved to 220 East 116th Street.

**Port Washington** (Long Island)—Brown & Tomlet, 102 Main Street.

**Rochester**—Rochester Table & Floor Lamp Corporation. Electric lamps, novelties and supplies. Incorporators: Harry R. Gordon, D. Raskin, H. Lifschitz and H. Gordon.

**Troy**—Arthur Allen, Fulton Street. Purchased property at 1809-1811 Fifth Avenue, which he will remodel and occupy as new quarters.

**Whitestone** (Long Island)—James O. Boerem, 34 South Eighth Street.

### NORTH DAKOTA

**Fargo**—Fred Henning, 628 Second Avenue, North.

**Progressive Electric Company**, 17 Broadway Street. Has taken over retail department of Pioneer Electric Company, which will sell wholesale only.

### OHIO

**Canton**—Clearway Electrical Construction Company. Electrical supplies and radio. Incorporators: Louis C. Syark, Marshall K. Smith, William F. Stark, J. Harry Roe and J. F. Rebillot.

**Cincinnati**—Mason W. Haigh, 4037 Hamilton Avenue.

**M. G. Beck** Electric Company moved to 575 North High Street. Formerly engaged in electrical contracting only. Has added line of electrical supplies and appliances.

**Crestline** (Crawford County)—A. G. C. McKalip. Successor to Frank & Frank.

**Lodi** (Medina County)—Orion Electric & Gas Supply Company, successor to L. E. Williams. C. F. Orion and I. Chamberlain, proprietors.

**Mansfield**—P. & A. Electric Supply Company. E. Townsend and others.

**Marysville** (Union County)—Asa B. Crandell, Huffman Building.

**Norwood**—The Trovan Electric Company. C. P. Brueckner and S. M. Thomas.

**Star Radio Specialty Company**. S. Levy and others, incorporators.

**Paulding**—P. Willett, West Perry Street.

**Youngstown**—Litewell Fixture Company. Incorporators: Louis Marnorek, Rosemary Dignan, Murray A. Nadler, A. M. Pierson and I. Freeman.

### OKLAHOMA

**Bartlesville** (Washington County)—Webb Electric Company, 309 Keeler Avenue.

**Norman** (Cleveland County)—Super-Electric Company, successor to G. R. Conklin.



If our photo staff included a member of the fair sex and we'd told her to get us a snap of A. Lincoln Bush, president of the Independent Associated Electrical Contractors and Dealers of Greater New York, she would have insisted that the client remove his hat. Because Mr. Bush has nice eyes! But our camera staff is a man. And when he found Mr. Bush still for a moment, he worked fast.

**Oklahoma City**—Radio Supply Company. C. H. Glyver and others.

**Waurika** (Jefferson County)—H. D. Curtis and C. C. Parker.

### OREGON

**Albany** (Linn County)—H. A. Uhlig, 327 West First Street. Successor to The Electric Store.

**Pendleton** (Umatilla County)—Al's Illuminating Store, 818 Main Street. Albert R. Herrman, proprietor.

**Portland**—Electric Maid Shop, Inc., new branch at 282 Alder Street. Also in business at 133 Tenth Street.

**Salem**—A. Fleenor, new quarters at 406 Court Street.

### PENNSYLVANIA

**Allentown**—J. C. Bigbee.

**Altoona**—William F. Gable Company, 1318 Eleventh Avenue. Plans to erect annex to add radio department to general department store.

**Philadelphia**—The Williams Radio Battery Company, 123-25 North Fifth Street. Champion Incandescent Light Company, moved to new quarters at 635 Market Street.

**Reading**—Electrical Supply & Maintenance Company, 226 North Tenth Street. Honsberger, Seiling and McCauley, proprietors.

**West Alexander** (Washington County)—Ivan K. Leech, Main Street.

**York**—Barton & Doll, 537 West Market Street.

### RHODE ISLAND

**Providence**—N. Eugene Electrical Company, Inc. Incorporators: N. Eugene, 44 Lippitt Street and others.

**Modern Electric Company**, 270 Broad Street.

### SOUTH DAKOTA

**Lead** (Lawrence County)—Mid West Electric Service. J. B. Tarlo and others.

### TENNESSEE

**Jellico** (Campbell County)—George E. Baker Company, Inc., added radio department to musical instrument business.

**Knoxville**—Standard Electric Company, Inc., R. W. Worsham, manager.

### TEXAS

**Amarillo** (Potter County)—Nunn Electric Company of Amarillo. Old concern, recently reorganized.

**Austin**—Texas Radio Corporation. J. B. Manor and others.

**Brownsville** (Cameron County)—Rio Grande Electric Company, moved to new Combs Building, Twelfth and Levee Streets, recently completed.

### UTAH

**Ogden**—Light House. Old concern, recently reorganized.

**Salt Lake City**—Thomas Electric Repair Company, moved to 433 South Main Street. H. L. Thomas, manager.

### VERMONT

**Middlebury** (Addison County)—Arthur C. Kenworthy, moved to larger quarters.

### VIRGINIA

**Winchester**—Newlin & Potts, 118 East Piccadilly Street.

### WASHINGTON

**Centralia**—Ernest A. Hollingsworth. Added radio department to hardware business.

**Spokane**—J. B. Caro and G. L. Madson, 15 North Stevens Street.

**Sumner**—Sumner Electric Company, Clarence Divine, proprietor. H. L. Armstrong, proprietor.

### WEST VIRGINIA

**Charleston**—The Coal State Electric Company, Frankenberg Building, Summers Street. H. D. Moyer, president; formerly with the Charleston Electrical Supply Company, and others.

**Clarksburg**—Diehl & Cameron Electric Company, 201 West Main Street. Ambrose Diehl also in business at Uniontown, Pa.

**Moundsville** (Marshall County)—Allen Electric Company, Seventh Street, J. Lee Allen, proprietor. Successor to Allen & Frey Electric Co.

### WISCONSIN

**Barron**—E. Koepf, 312 LaSalle Street.

**Beloit**—Myhr Loomis Electric Company, moved to 215 East Grand Avenue.

**Black River Falls** (Jackson County)—Herman Bichler.

**Bowler** (Shawano County)—Bowler Electric Company. Old concern, recently reorganized.

**Fennimore** (Grant County)—J. W. Blessing; moved to new location.

**Reedsburg** (Sauk County)—Badger Electric Shop. J. W. Williams and A. E. Schulte.

### WYOMING

**Casper** (Natrona County)—Casper Electric Supply Company. Old concern recently reorganized.

**Kemmerer** (Lincoln County)—Edward Zeiher and Albert Zeiher.









## The Lighter Sighed



### The Mark of the Practical Mind

When Dr. Steinmetz's trained lightning was first announced the average electrical man sat back and murmured, "Interesting—but impractical."

It takes the unusual type of mind to see the practical application of a scientific experiment. But K. P. R. of Detroit seems to have that out-of-the-ordinary psychological equipment. For he writes us as follows:

"I am growing string beans and I am planning to generate artificial lightning flashes and thunder claps over the garden at suitable intervals. Of course you see why?"

"The flashes and the noises will get the beans so nervous that when they are ready for picking they will be all unstrung."

### Hints for the Contractor

The custom of wearing the pliers in the hip pocket has been abandoned this season for strategic reasons. Pliers are now carried in the belt.

Rubber heels will be worn in all morning installations of fixtures and wiring. For afternoon business calls, the journey-man-about-town will wear white canvas gloves and carry a roll of No. 14 rubber covered.

Less rigid formality marks the approach of the summer season. Evening clothes will not be required for radio service calls, even when these occur after 8 p.m.

Khaki trousers are again coming into their own. The more advanced of the Eastern dressers are to be seen in them at both morning and afternoon jobs. A particularly jaunty air is given to the popular garment by rolling the right leg up for three reefs and the left for four, or vice versa.



### The Fish-Mouse Is Wise to the Y's

Just after my last article on the Fish-Mouse was completed, the Editor received a letter from a reader, couched in sarcastic verbiage, in which he inquired how it was possible to train the fish-mouse to turn left or right when he hits a T or a Y in a conduit.

The fish-mouse, it will be remembered, is the interesting little rodent with a ring in his tail and a very mean diameter, which runs through conduit

for wiremen, carrying with him the lead-in string for wires.

The answer to the question of right and left selective control has been found in the breeding of left hand fish-mice and right-hand fish-mice. The first type are taught from infancy always to turn to the left, and patient breeding, through a long line of English left-handed mice, was necessary. In the same way, right-handed fish-mice have been developed, and these little rodents will always choose the right one of two possible paths.

FARRINGTON FUSEBOX, E. E.

### Slogans Furnished for All Occasions

Editor, Lighter Sighed:

Would you accommodate a customer by suggesting a slogan for our new school of fixture hanging? We do not pay our pupils while they are studying but successful graduates have been known to secure positions.

R. V. C.

We held a conference on this important case and after due deliberation, submit the subtended:

"Yearn while you learn!"

### Sharpen Your Claws on the Grindstone, And Dig Where the Ground Is Hard!

We are indebted to Mr. Hugo Zeller, president of the Zeller Lacquer Manufacturing Company, New York, for the metric and rhythmic sales talk that follows:

*Said the little red-topped rooster "Gosh all hemlock! things are tough,  
Seems that worms are getting scarcer, and I cannot find enough.  
What's become of all those fat ones is a mystery to me;  
There were thousands thru that rainy spell but now where can they be?"*

*The old black hen who heard him didn't grumble or complain,  
She had gone through lots of dry spells, and had lived thru floods of rain;  
So she flew up on the grindstone, and she gave her claws a whet,  
As she said "I've never seen the time there wasn't worms to get."*

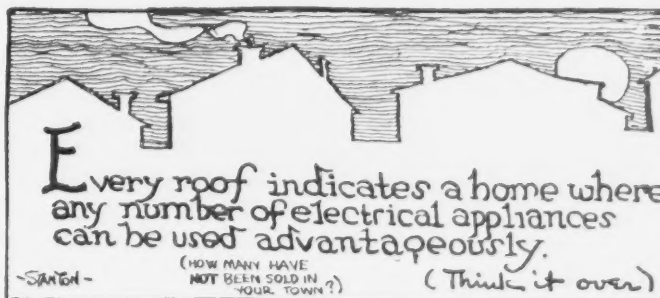
*She picked a new and undug spot; the earth was hard and firm,  
The little rooster jeered "New ground! That's no place for a worm."  
The old black hen just spread her feet, and dug both fast and free,  
"I must go to the worms" she said, "The worms won't come to me."*

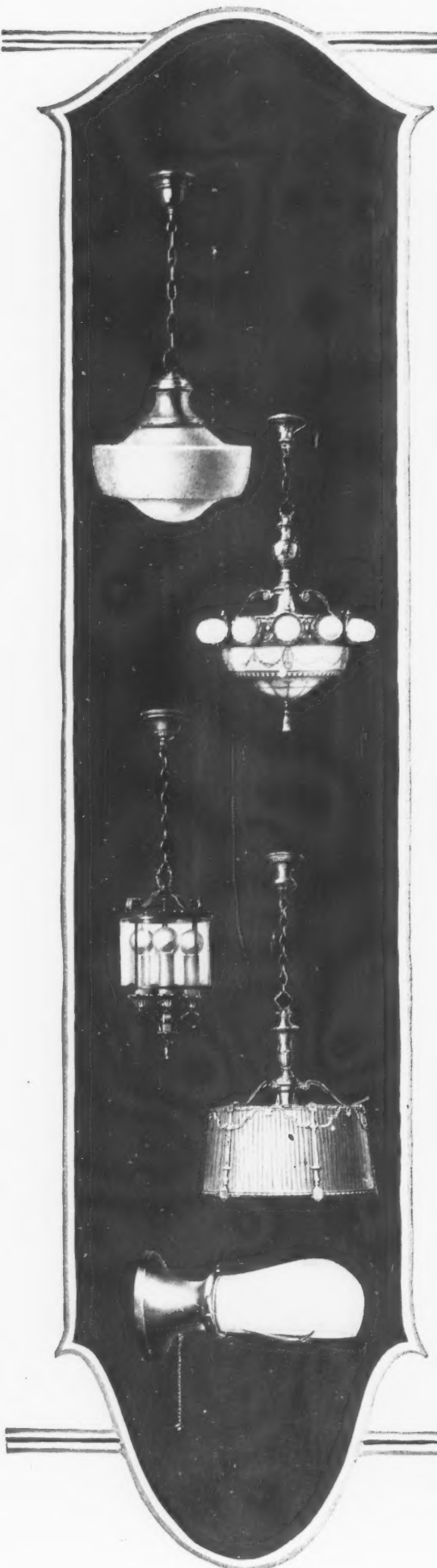
*The rooster vainly spent the day, through habit, by the ways  
Where fat round worms had passed in squads back in the rainy days.  
When nightfall found him supperless, he growled in accents rough;  
"I'm hungry as a fowl can be. Conditions sure are tough."*

*He turned then to the old black hen and said "It's worse with you,  
For you're not only hungry but you must be weary too.  
I rested while I watched for worms, so I feel fairly perk;  
But how are you? Without worms too? And after all that work?"*

*The old black hen hopped to her perch and dropped her eyes to sleep  
And murmured in a drowsy tone, "Young man, hear this and weep;  
I'm full of worms and happy, for I've dined both long and well;  
The worms are there as always but I had to dig like hell."*

*Oh, here and there red roosters still are holding sales positions,  
They cannot do much business now because of poor conditions;  
But soon as things get right again they'll sell a hundred firms  
Meanwhile the old black hens keep fat by gobbling up the worms.*





# READY!

These Lightoliers and the others illustrated in Catalog No. 25 are ready for immediate delivery from stock and will enable you to win your share of the big fixture business coming along this summer.

Write for this valuable booklet today! Ask for Catalog No. 25.



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COMPANY, N.Y.  
569 Broadway at Prince St.  
LIGHTING FIXTURE and  
LAMP HEADQUARTERS

